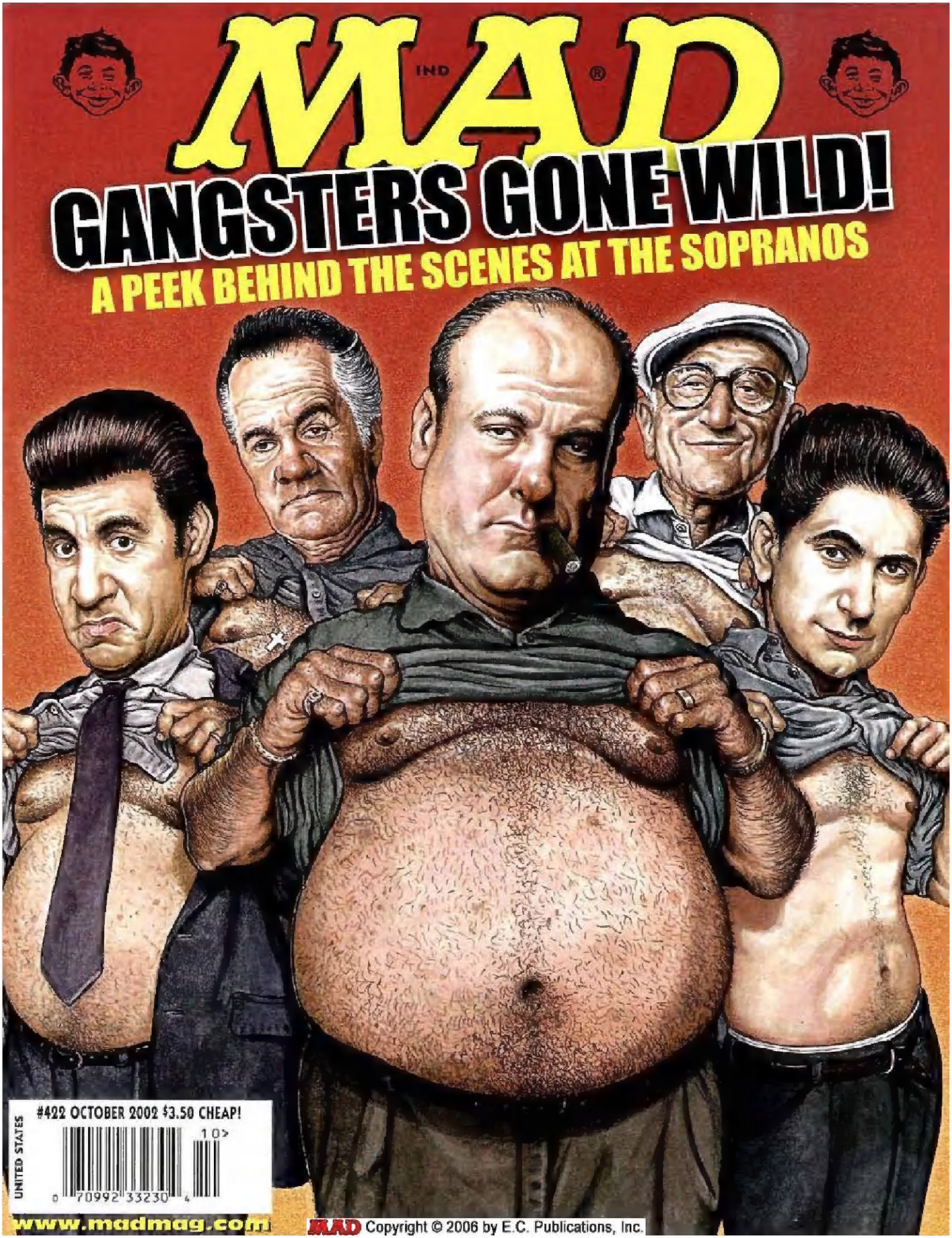

MAD
IND
GANGSTERS GONE WILD!
A PEEK BEHIND THE SCENES AT THE SOPRANOS
#422 OCTOBER 2002 $3.50 CHEAP!
UNITED STATES
10>
0 70992 33230 4
www.madmag.com
MAD Copyright © 2006 by E.C. Publications, Inc.

"Coach told me to SHAKE THE GOO a couple times a day to help my game."

C'mon now, we're talking about the energizing effects of goo, the stuff at the bottom of great-tasting Love Bus Brew, made with real milk and Dutch chocolate. It's packed with ginseng, calcium, protein and vitamins for that extra kick that helps you get through just about anything. (What did you think we meant?)

SoBe LOVE BUS BREW

SHAKE YOUR GOO!

www.sobebev.com

©2002 South Beach Beverage Co., Inc. ®Registered Trademarks and TM Trademarks of South Beach Beverage Co., Inc.

MAD Copyright © 2006 by E.C. Publications, Inc.

50 YEARS OF STUPIDITY!

OCTOBER 2002 NUMBER 422

DEPARTMENTS

LETTERS AND TOMATOES DEPARTMENT:
Random Samplings of Reader Mail 2

THE BEN AIN'T MIGHTIER THAN THE FORD DEPARTMENT:
"The Dumb of All Films" (A Mad Movie Satire) 8

THE WIZARD OF ODD DEPARTMENT:
Duke Bissell's Tales of Undisputed Interest 14, 55

GETTING CAUGHT WITH HIS RANTS DOWN DEPARTMENT:
New Career Options for Dennis Miller 16

POLLSTER-GUISE DEPARTMENT:
Why Is George W. Bush's Approval Rating So High? 18

SECTS EDUCATION DEPARTMENT:
Early Signs You May Have Picked a Bad Religion 22

ANGSTER'S PARADISE DEPARTMENT:
Monroe and...PlayStation 2 24

ALL THE UNDERWORLD'S A STAGE DEPARTMENT:
A MAD Peek Behind the Scenes on the Set of *The Sopranos* 30

SERGE-IN GENERAL DEPARTMENT:
A MAD Look at *Men in Black II* 32

THE BREAST AND THE BRIGHTEST DEPARTMENT:
MAD Reveals What the Girls of *Girls Gone Wild* Were Thinking 36

LOOK WHO'S HAWKING DEPARTMENT:
MAD's Comprehensive 10-Step Guide to Success in the Highly Charged World of Illegal Ticket Scalping 38

IF COOKS COULD KILL DEPARTMENT:
MAD Presents 50 Things Guaranteed to Blow Up Your Microwave 40

JOKE AND DAGGER DEPARTMENT:
Spy Vs. Spy 42

GALLBEARERS DEPARTMENT:
Where Do They Get Off...? 44

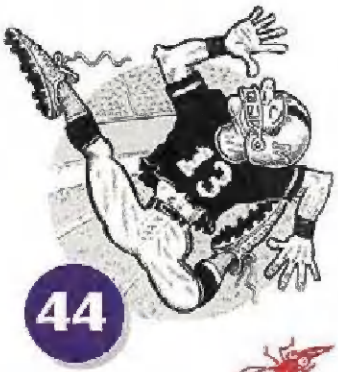
STAT'S ENTERTAINMENT! DEPARTMENT:
The Real Demographics of Various TV Audiences Part III 46

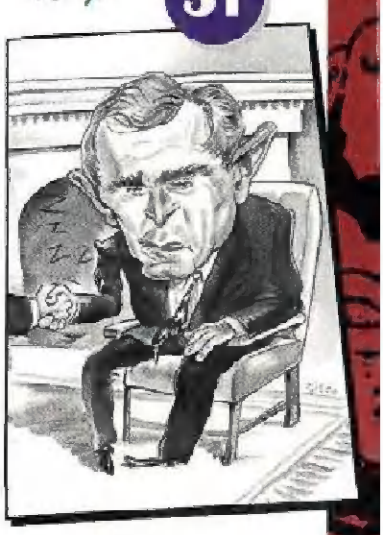
FAST FOOLS DEPARTMENT:
Hey! Look Who's Working at...McDonald's 48

AN EMBARASSMENT OF RICHARD'S DEPARTMENT:
If Microsoft Made Egg Timers 50

ASSAIL TO THE CHIEFS DEPARTMENT:
The Subtle Differences Between Tony Soprano & George W. Bush 51

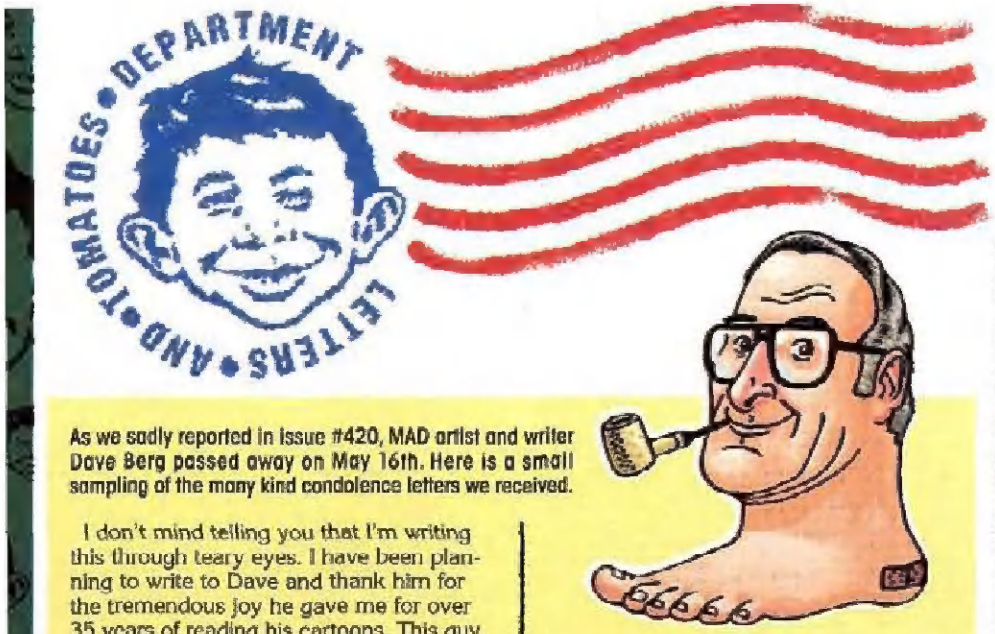
MARGINAL THINKING DEPARTMENT:
"Drawn out Dramas" by Sergio Aragones ..... Various Places Around the Magazine





FRONT COVER ARTIST:
DREW FRIEDMAN

MAD Copyright © 2006 by E.C. Publications, Inc.



As we sadly reported in issue #420, MAD artist and writer Dave Berg passed away on May 16th. Here is a small sampling of the many kind condolence letters we received.

I don't mind telling you that I'm writing this through teary eyes. I have been planning to write to Dave and thank him for the tremendous joy he gave me for over 35 years of reading his cartoons. This guy deserved the Nobel Prize for Humanity.

Iris Lahav, Glen Iris, Australia

It was with deep sadness that I learned of the death of Dave Berg. I never knew of MAD Magazine without his Lighter Side of... feature.

Robert Becker, Northford, CT

Thank you Mr. Berg for the many laughs and smiles. Roger Kaputnik will forever be missed.

Necessary Impurity, Via madmag.com

For as long as I have been alive, Dave Berg's The Lighter Side of... has been the literal heart of MAD Magazine. Mr. Berg's strips were always reflective of the history of the times. He will be greatly missed even by those of us who knew him only through his work.

Harold Jenkins, Olyphant, PA

Another great has passed away.

E. Park, Holdenville, OK

It is a sad loss, but we can be thankful that we had the opportunity to laugh along with him.

Tony N., Arleta, CA

For almost 40 years, Dave has been a part of my life through his art. I remember the first time my mother caught me reading MAD in the bathroom, she thought I was nuts!

George Manno, Via E-mail

I have been reading MAD Magazine since 1959. I'll really miss the feature in your rag that was written and drawn by the incomparable Dave Berg. His work is timeless.

Henry Finkelstein, Brooklyn, NY

Thanks for sharing your Berg's-Eye View with us, Dave. You taught me how to appreciate the irony in everyday situations when I was only nine years old. It has served me well ever since. So long, old friend.

MoGeo, Via madmag.com

WASTE OF SPACE

Rarely has the appellation "the Usual Gang of Idiots" been so appropriate. You choose the most closely scrutinized series in the history of broadcast media (*Star Trek*) and the most argued about and nitpicked extension of the franchise (*Enterprise*), in MAD #420, for a parody, and you get the rank of one of the bridge crew wrong? Mayweather (Bedwetter) is an ensign, not a lieutenant. Is it humanly possible that there are no Trekkies in a geek-magnet office like your own? Do you have no interns to spare five minutes of Internet research? Or were you deliberately trying to emulate the lack of continuity shown by current producers Rick Bergman and Brannon Braga by handing out random promotions? And if you're going that route, why couldn't you have given *Voyager*'s Harry Kim an extra pip or three?

Evay Knecht, Brooklyn, NY

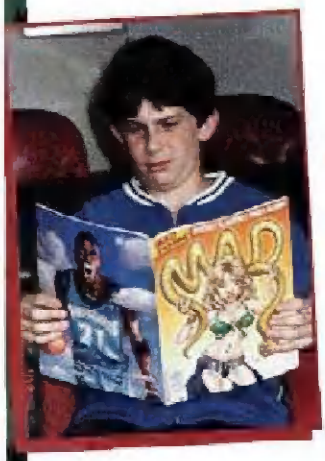
Evay — In the immortal words of Captain Kirk: "Beam me up, Scotty!" —Ed.

NAME THAT TOON

I've been reading MAD for three years and you've never mentioned Monroe's last name! So can you tell me what it is? And by the way, who does Ken McClelland think he is asking you to move Monroe to the back of the magazine? I hope old Kenny catches some of the Ebola Reston strain! And add me to the "Monroe Fan Club" list while you're at it!

Arun Morace, Amherst, NY

Anne Arundel — Hmmm...Monroe's last name? Good question. It's sort of like that bizarre *Seinfeld* episode where we knew Kramer's last name but not his first. All right, readers, here's your assignment of the issue. What do you think Monroe's last name should be? Send us your thoughts and we'll print the best in an upcoming MAD and forward them all to Monroe writer Anthony Barbieri. Send them to Amy "The Big Barbieri" c/o MAD Magazine, 1700 Broadway, New York, NY 10019. Don't forget to include whether you'd like to join the "Monroe Fan Club," where there are no perks, no posters, no autographed pictures or secret decoder rings, but, hey, there are no dues either! —Ed.



THE LOYAL TENENBAUM

One of the great things about working at MAD is that we never know who is going to show up on our doorstep on any given day. For instance, a few weeks ago, up-and-coming star Jonah Meyerson, who played Uzi Tenenbaum in *The Royal Tenenbaums*, came to look around and tell us that he fears his appearance in MAD may have sunk his career forever. But to be honest, readers, while we may pretend we are this hot and hip magazine with celebrities stopping by all the time, on most days nobody stops by. Hell, we consider it a banner day if longtime co-editor Nick Meglin shows up for a few hours. There you have it, a little MAD peek behind the show biz curtain! Fa Fa!

MAD Copyright © 2006 by E.C. Publications, Inc.

Naughty little bears

www.haribo.com

MAD Copyright © 2006 by E.C. Publications, Inc.

GIVE TREES A CHANCE

Once again I received my MAD Magazine and while reading it, those annoying loose subscription cards are the blame once again for a paper cut. I already subscribe to your magazine, so why on Earth are they in there? Do you think I am that stupid to order another subscription? Besides, how many trees could be saved if you didn't include them in the magazines of your subscribers? Did you ever think of that?

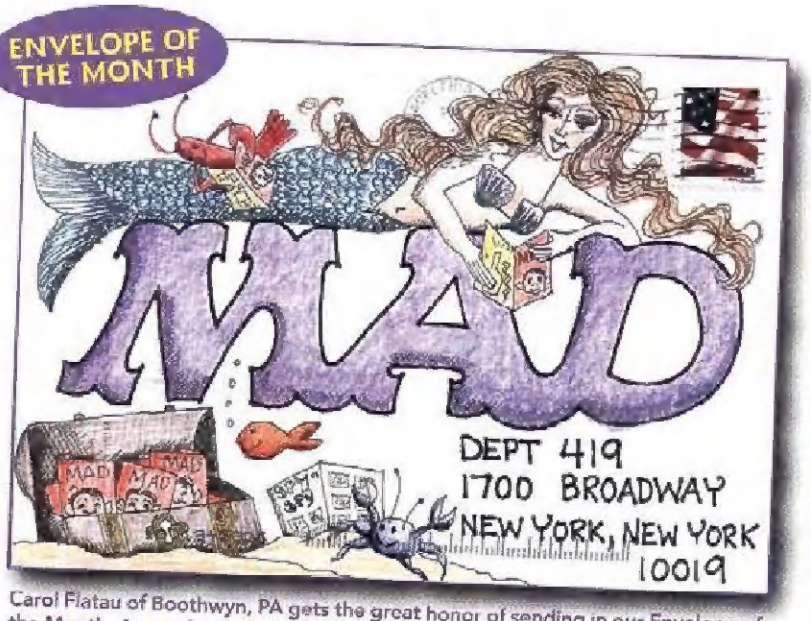
Joseph Bloomberg, Cape Coral, FL

Jo Jo — Buried in your letter is an intriguing question — do we think you're that stupid to order another subscription? We assume you meant it in a rhetorical way — well, dream on. Yeah, we bet that you're that stupid and more! You're so worried about us saving trees by not putting subscription cards in the magazines — well, here's a little rhetorical question for you: If one of those trees fell in the forest and landed smack on your head, would it make you even more stupid than you already are? We don't think so! Lastly, as for your paper cut, we don't think you should seek medical treatment, rather, we'd prefer to close this response with the mental image of you just sitting there hemorrhaging and hemorrhaging. Thanks for writing and THANKS FOR SUBSCRIBING! —Ed.

AN INTERN FOR THE WORSE

A special thanks goes out to MAD summer editorial interns Jules Lipoff, Kevin Kirby, Paul Kulis and Cameron Williams. Also a big thank you to the MAD summer art interns Joe Quinones and Benjamin Flores. If you are a college student and are interested in a summer internship, send a SASE with a note requesting information about the internships and we will send you all you need to know about how to apply in February, 2003. Send your letters to Amy Vozeolas, Internship Director, MAD Magazine, 1700 Broadway, New York, NY 10019!

ENVELOPE OF THE MONTH



Carol Flatau of Boothwyn, PA gets the great honor of sending in our Envelope of the Month. As you know, there no prizes, no free subscriptions, no cash rewards and nobody cares! Congrats on your pathetic little life and thanks for writing!

A HORSE IS A HORSE OF COURSE OF COURSE!

I was reading issue #420 and was looking at the picture on the cover and then the other page that tells who everyone is. I looked at the picture of Jar Jar Binks and read the caption. It states that character #6 is Celine Dion. Then #22 shows a picture of Celine Dion with the caption saying it is Jar Jar Binks. I would just like you to be aware of your mistake.

John Walaszek, Noblesville, IN

I noticed a mistake in issue #420. When you showed the outline for who's who on the cover of MAD #420, you said that Jar Jar Binks' outline was Celine Dion and the Celine Dion's outline was Jar Jar Binks.

Benji Gibicsar, Menomonee Falls, WI

In the "Who's Who On Our Ridiculous Cover" in Mad #420, you said that #6 was Celine Dion and #22 was Jar Jar Binks, actually, it's the other way around!

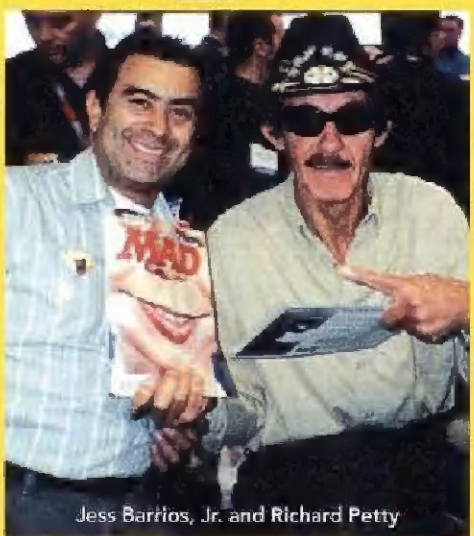
Stephen Michael, Cherry Hills Village, CO

Sorry, dear readers, we went back to double-check and we stand by our reporting! —Ed.

Celine

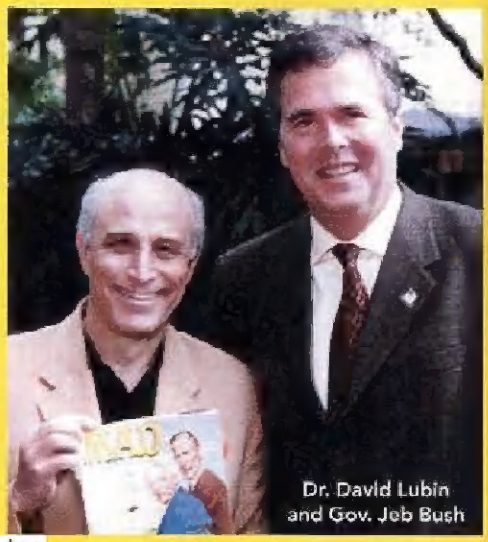
Jar Jar

MAD CELEBRITY SNAPS



Jess Barrios, Jr. and Richard Petty

This month we have a double header Celebrity Snap! Direct from the fast track, it's racing legend Richard Petty (sent in by Jess Barrios, Jr. of N. Las Vegas, NV) and from a much slower lane, Florida Governor Jeb Bush (caught on camera by longtime MAD fan Dr. David Lubin of Tampa, FL). Just as this issue is going to press, the citizens of Florida will be going to the polls to say whether Jeb Bush should be re-elected. If history is any indication, we're sure the Governor will find "a way" to win! So Jess, look for a three-year subscription in the mail and Dr. Dave, you'll be getting a one-year subscription. Chad. — oops, we mean Ciao!



Dr. David Lubin and Gov. Jeb Bush

MAD Copyright © 2006 by E.C. Publications, Inc.

MAD Copyright © 2006 by E.C. Publications, Inc.

MAD CEMETERY SNAPS

My long search is finally over. After seeing your free subscription offer with the picture of MAD near a dead celebrity, I was really stumped on which celebrity I would have to kill in order to get my free subscription. How foolish did I feel when I realized that all I had to do was to take a picture near a tombstone! Enclosed please find my picture with MAD next to the tombstone of the biggest celebrity of them all — the Bambino, the Sultan of Swat, the Home Run King, the Whopper — otherwise known as George Herman Ruth — the Babe! With all the money I am going to save with a free subscription, I can finally move out of my parents' house!

Kevin Gorrasi, Bronxville, NY.

All right Kev, you get the one-year free subscription, but if we were you we wouldn't be too hasty moving out of the house that Mom and Dad built! Based on this one picture of you, we feel confident in our belief that you're not the type of guy to make it on your own. Love to the folks! —Ed.

We're making you an offer you should refuse...but please don't! On sale now is *MAD About The Mob* — with 96 pages of gun-toting goombahs, hard-boiled bad guys and over two tons of combined Marlon Brando and Tony Soprano girth!

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 422, 1700 Broadway, New York, New York, 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

WE HAVEN'T THE VEGA-EST IDEA

Back in MAD #418 we asked readers to give their interpretation of the mysterious lyrics by Suzanne Vega: "I'm amusing. I'm a puppet for your play. Am I your MAD Magazine?" from her song "Machine Ballerina." Hundreds, nay thousands...oh who the hell are we kidding, a *handful* of you wasted the time and postage to write in what you thought this intriguing sentence meant. Unfortunately, since Suzanne wasn't one of them, we still don't know exactly what it means, but here's a sampling of what some of you sent in.

"Am I Your MAD Magazine?" means...

...do I make you laugh so hard that milk squirts out of your nose, like MAD Magazine! — Ariel Lesnick, Yonkers, NY

...She's no good between the covers anymore! — Bruce Launer, Chadron, NE

...She's really confessing that her work is garbage! — Conrad Ely, Spokane, WA

...She has no lighter side, she's not worth $3.50 and what, me worry? She should, just look at her record sales! — Joe Ciarelli, North Haven, CT

...You're an annoying pest — useless, pathetic, worthless parasite. But you make me laugh and since you won't leave, amuse me! — Laura Pearlstein, Stoughton, MA

...It's because when you fold her up, you can see a completely different picture! — Dylan Flynn, Le Barroux, France

MAD Copyright © 2006 by E.C. Publications, Inc.

MAD

William M. Gaines
founder

Jenette Kahn
president & editor-in-chief

Paul Levitz
executive vice president & publisher

Nick Meglin & John Ficarra
editors

Editorial:
Charlie Kadau & Joe Raiola
senior editors
Amy Vozeolas *associate editor*
Dick DeBartolo *creative consultant*

Art Department:
Sam Viviano *art director*
Nadina Simon *associate art director*
Patricia Dwyer *assistant art director*
Ryan Flanders *production artist*
Brian Durniak *production artist*
Leonard Brenner *graphics consultant*

Administration:
Patrick Caldon *senior vp — finance & operations*
Joel Ehrlich *senior vp — advertising & promotions*
Alison Gill *vp — manufacturing*
Lillian Laserson *vp & general counsel*
David McKillips *vp — advertising*
John Nee *vp — business development*

Contributing Artists And Writers
the usual gang of idiots

FOR ADVERTISING INQUIRIES, PLEASE CALL 212-636-5520

ATTENTION SUBSCRIBERS!

The MAD website has been upgraded! All you need is your name and zip code to renew, change your address, give a gift subscription, check your account balance and expiration dates or to request a missing issue. Just go to www.madmag.com or call 1-800-4MADMAG (U.S. and Canada only) or write to P.O. Box 52345, Boulder, CO 80322-2345! Please DO NOT phone, write, fax or e-mail our New York office — we're too dumb to help you here!

MAD (ISSN 0024 9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 12 issues $24.00 or 24 issues $45.00 or 36 issues $60.00. Outside U.S.A. (including Canada): 12 issues $30.00 or 24 issues $57.00 or 36 issues $79.00. (Canadian price has GST tax included.) Entire contents © copyright 2002 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52346 Boulder, CO 80322-2346. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

MAD Copyright © 2006 by E.C. Publications, Inc.

THE BEN AIN'T MIGHTIER THAN THE FORD DEPT.

In the aftermath of September 11th, Hollywood was heavily criticized for its long legacy of bloody, sadistic action blockbusters. So the movie studios decided to tone things down for a while by releasing such "nonviolent" films as *Training Day* (about a vicious cop brutalizing neighborhood citizens), *The Lord of the Rings* (about an evil force bent on destruction) and *Ali* (about

THE DUMB

WASHINGTON D.C.

ARTIST: ANGELO TORRES WRITER: ARNIE KOGEN COLORIST: DIGITAL CHAMELEON

MOSCOW

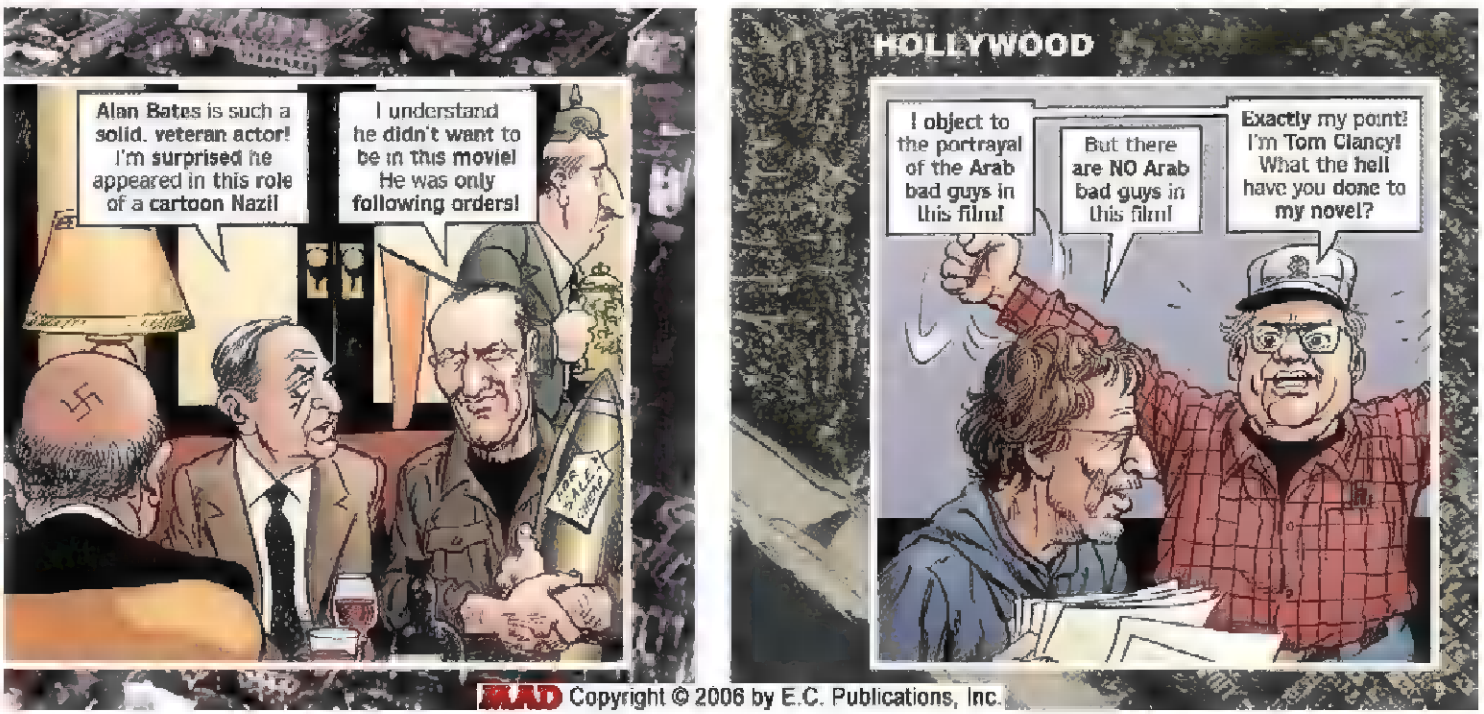
GERMANY

MAD Copyright © 2006 by E.C. Publications, Inc.

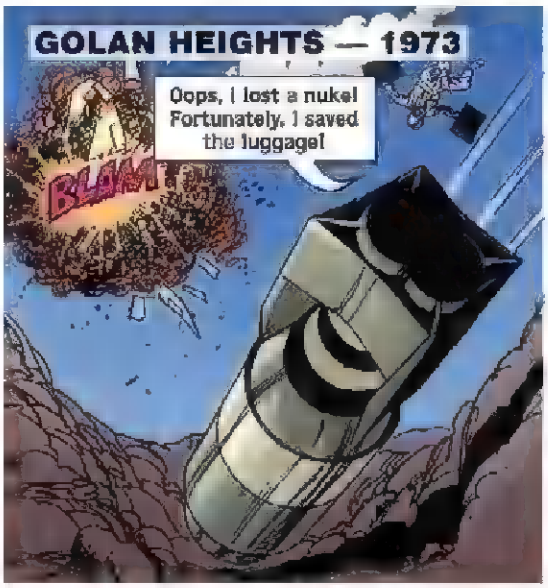
a boxer pounding his opponents into submission). To make matters worse, just as U.S. citizens were finally starting to calm down from the constant threats of terrorism, along came a new Tom Clancy movie about crazed foreign villains detonating a nuclear weapon in our nation's capital! Yup, seems like things will never change in the entertainment industry, as evidenced by this...

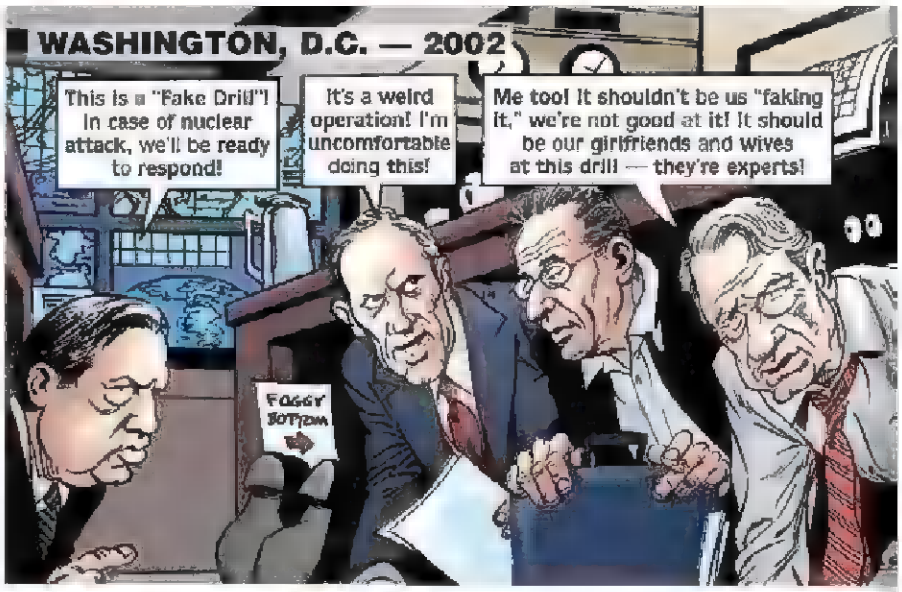
OF ALL FILMS

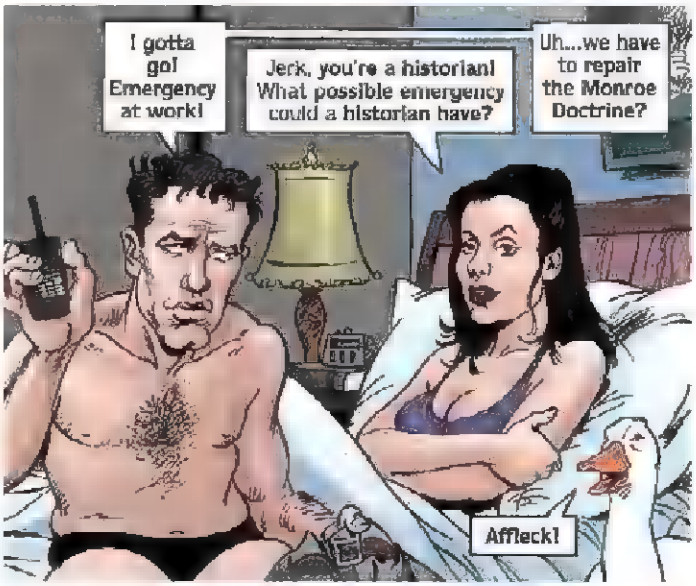
AERIAL PHOTOS: TERRASERVER.COM

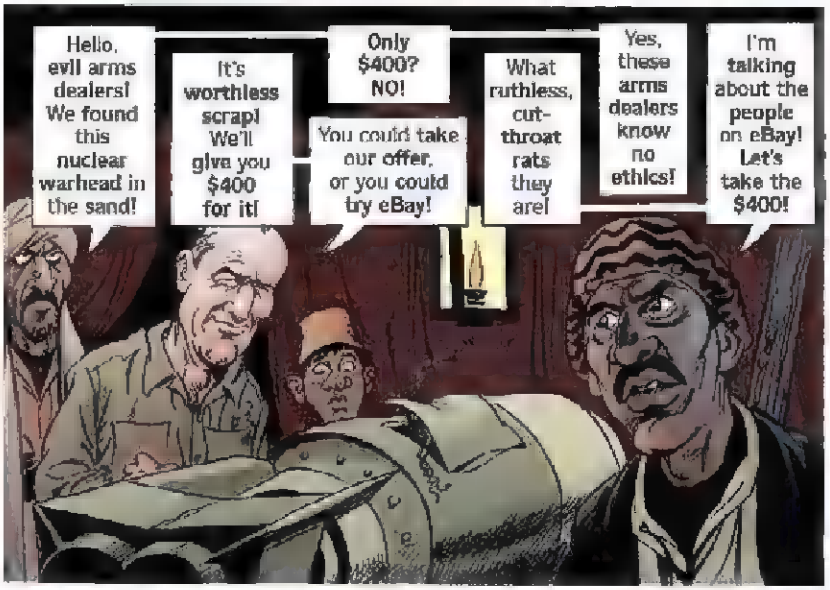


MAD Copyright © 2006 by E.C. Publications, Inc.

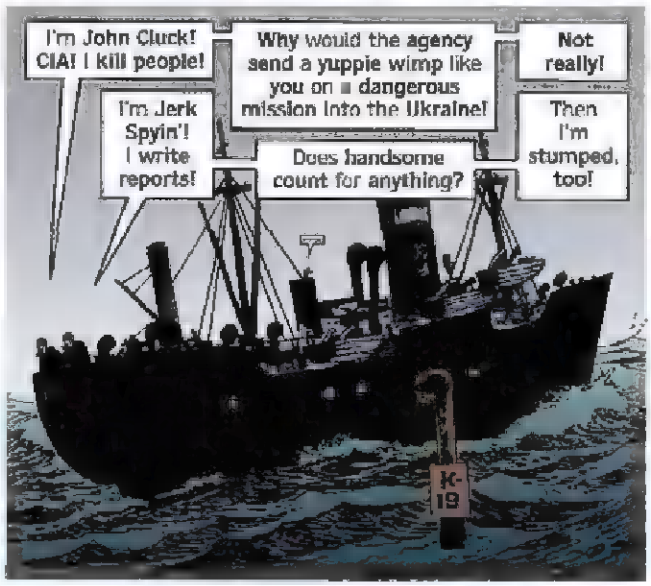


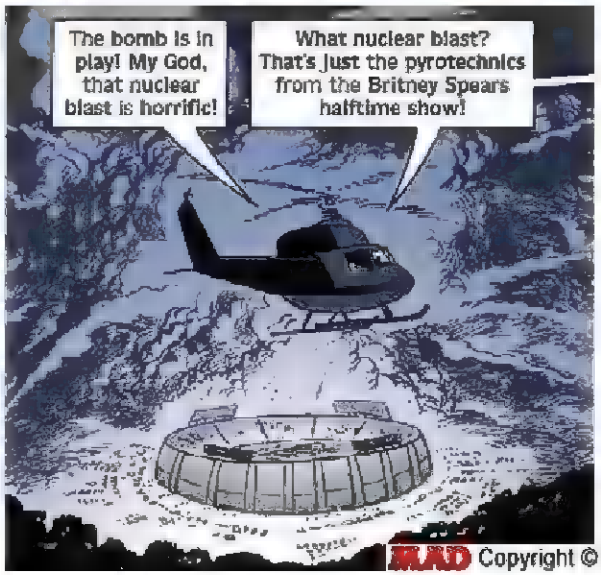


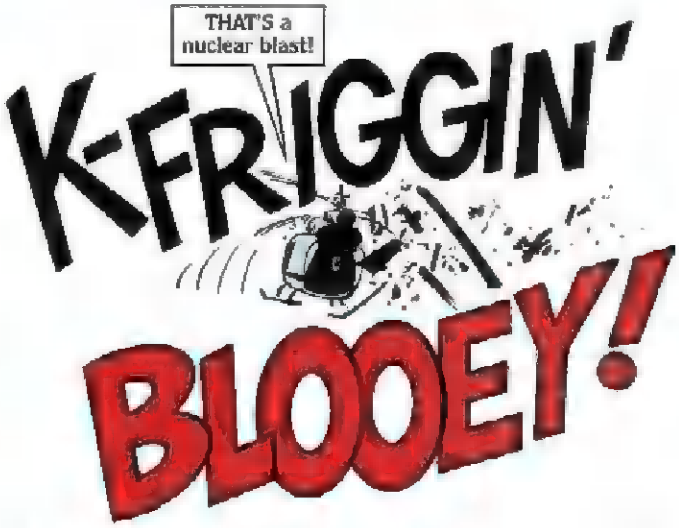




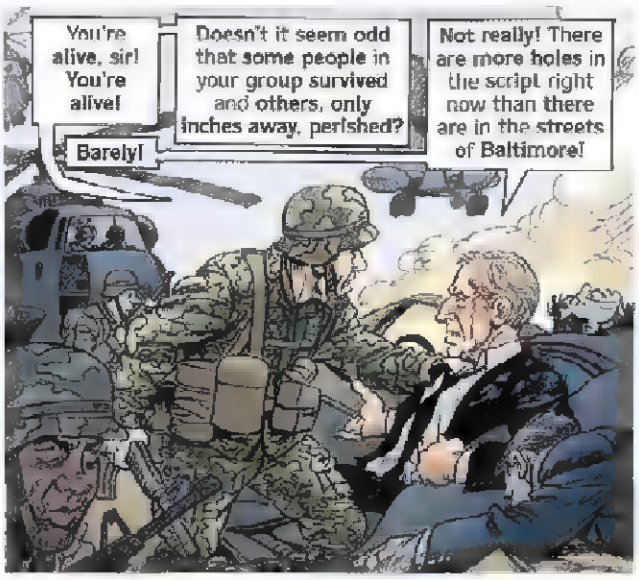
MAD Copyright © 2006 by E.C. Publications, Inc.

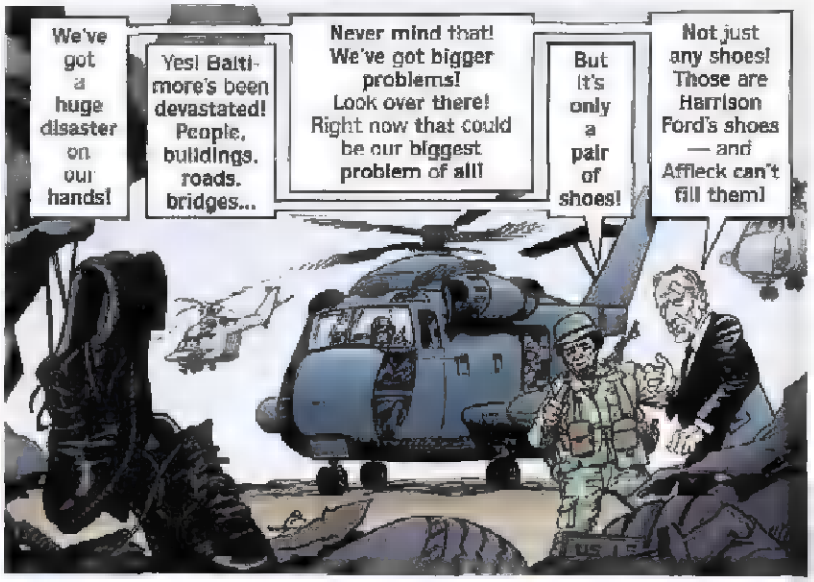


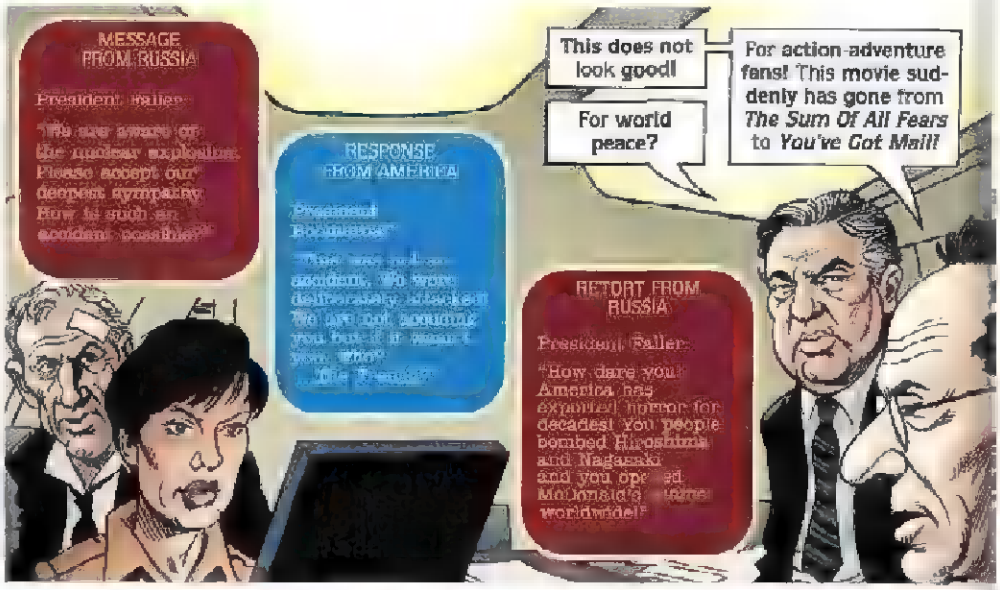


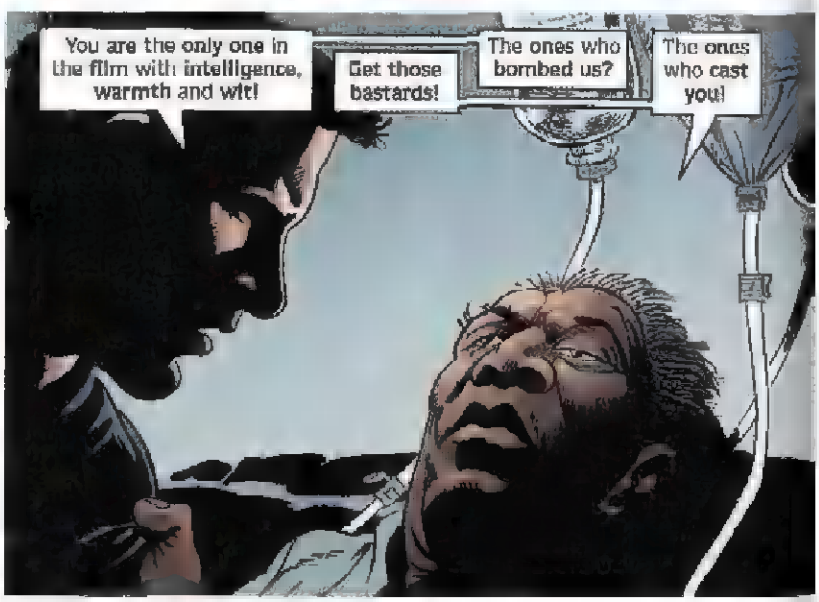


MAD Copyright © 2006 by E.C. Publications, Inc.









MAD Copyright © 2006 by E.C. Publications, Inc.

I must see the President! It's urgent! I have urgent information!
Handsome hunk — appealing to women 18-35!
What's the password?
Okay, go right in!
We know the bomb was not Russian! A neo-fascist named Drizzler bought a bomb! It was him! We ask you to back down!
Okay, Jerk! You've convinced me! I'll back down! We'll pull back our strategic launchers and stop our warheads! By the way, I loved you in Chasing Amy!
This is unbelievable! Who's gonna believe that a junior CIA agent can break into the command center, hook into the hotline and single-handedly convince the Russians to back off?
The same people who believe he can traipse through post-nuclear Baltimore and not be affected by fallout!
EVA BRAUN SWINGS WAGNER
You did it! You did it, Jerk! A solemn ceremony intercut with ritual killings of revenge!
I now realize that TWO powerful devices were stolen in this movie!
A nuclear bomb and the ending from The Godfather!
Two?
Affleck?
Edwing!
MAD Copyright © 2006 by E.C. Publications, Inc.
13

Duke Bissell's TALES OF UNDISPUTED INTEREST

MAD Copyright © 2006 by E.C. Publications, Inc.

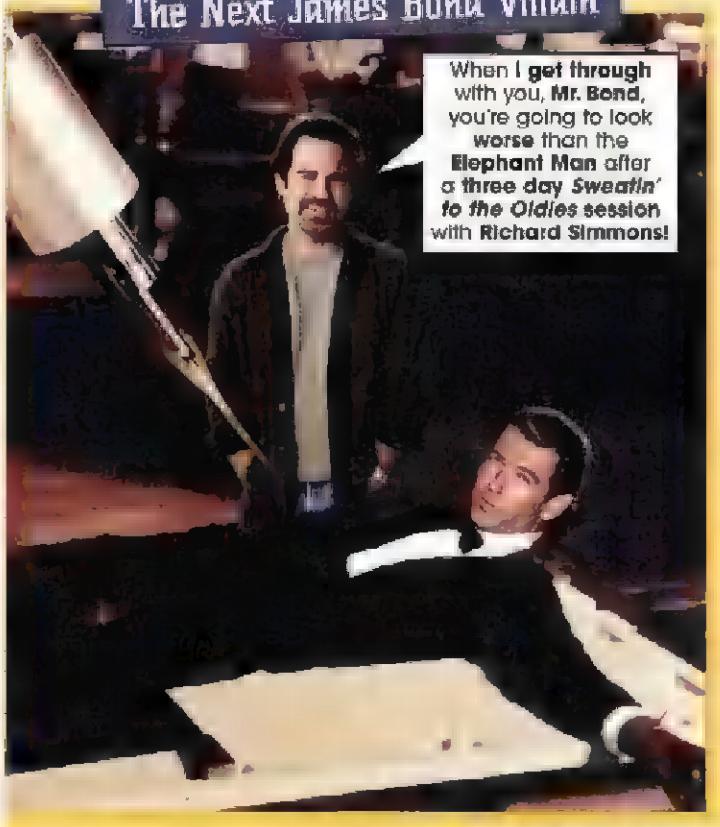
MAD Copyright © 2006 by E.C. Publications, Inc.

So, Dennis Miller's tenure as an analyst on *Monday Night Football* was about as successful as Napoleon's crossing of the Berezina. And his talk show is as dead as Strom Thurmond's grandpappy. But there are plenty of other opportunities out there for a man so adept at being simultaneously obnoxious and esoteric, like these...

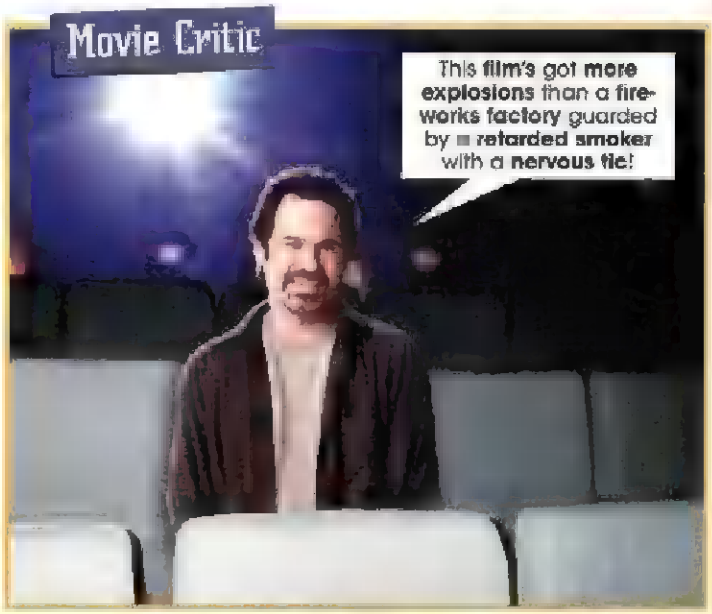
New Career Options For DENNIS MILLER

WRITER: MIKE MIKULA

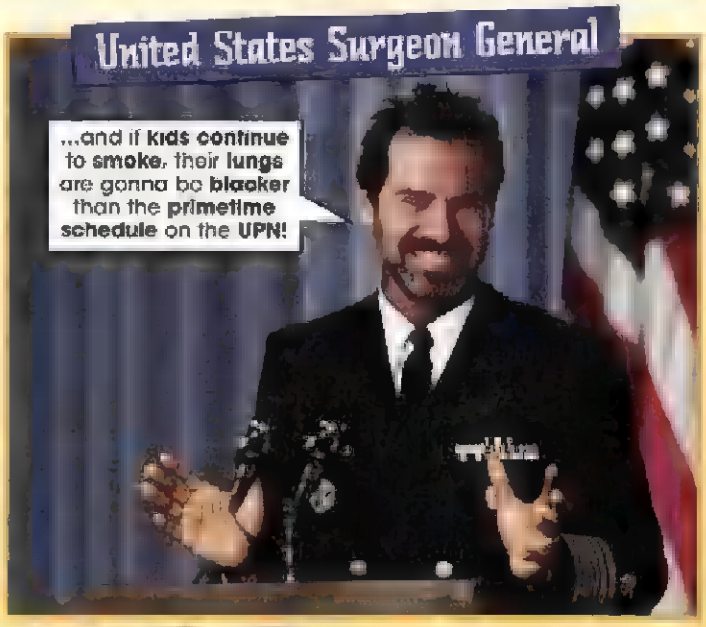
The Next James Bond Villain



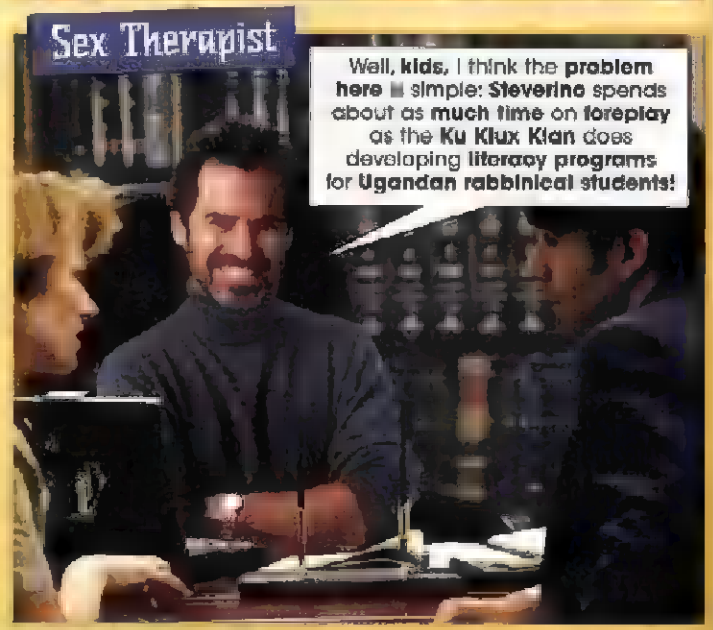
Movie Critic



United States Surgeon General

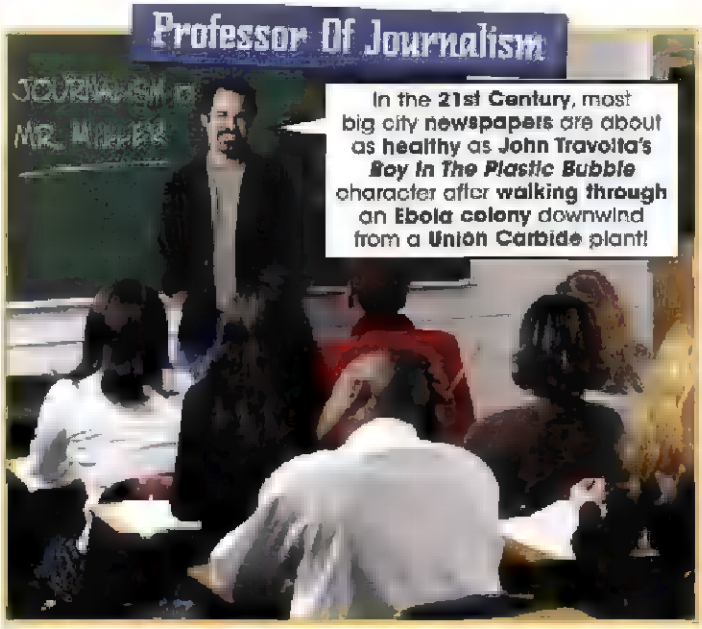


Sex Therapist

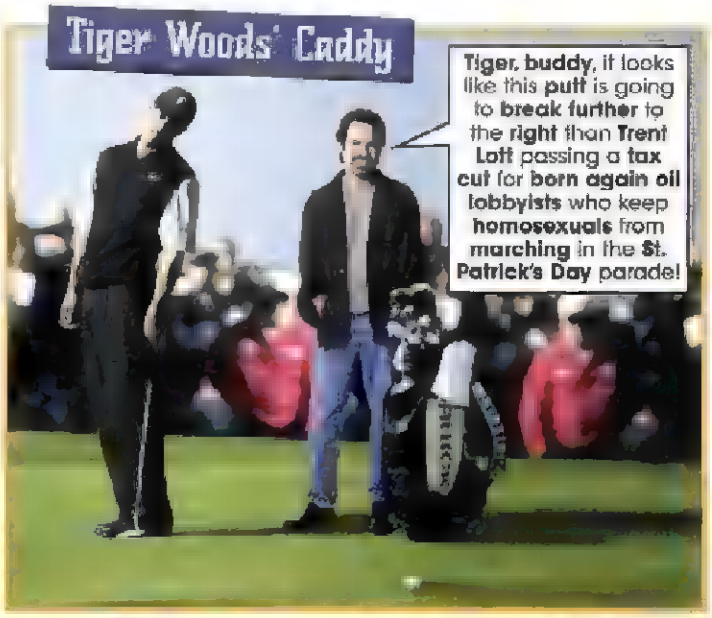


MAD Copyright © 2006 by E.C. Publications, Inc.

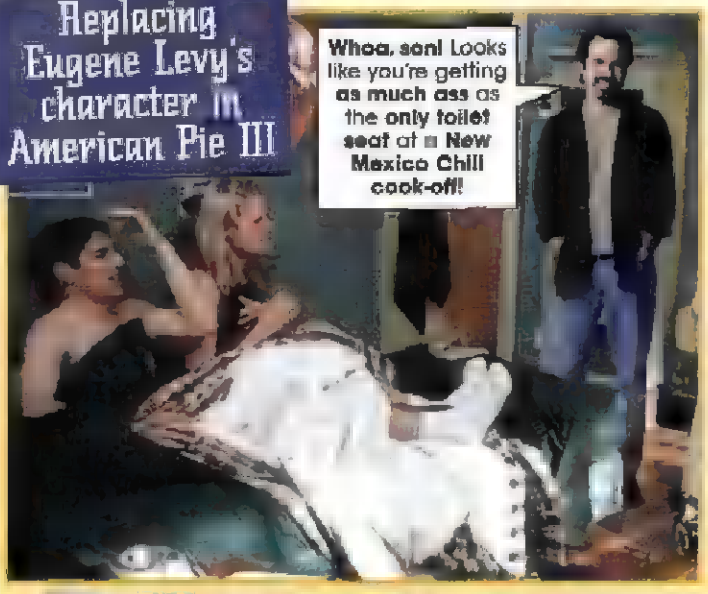
Professor Of Journalism



Tiger Woods' Caddy



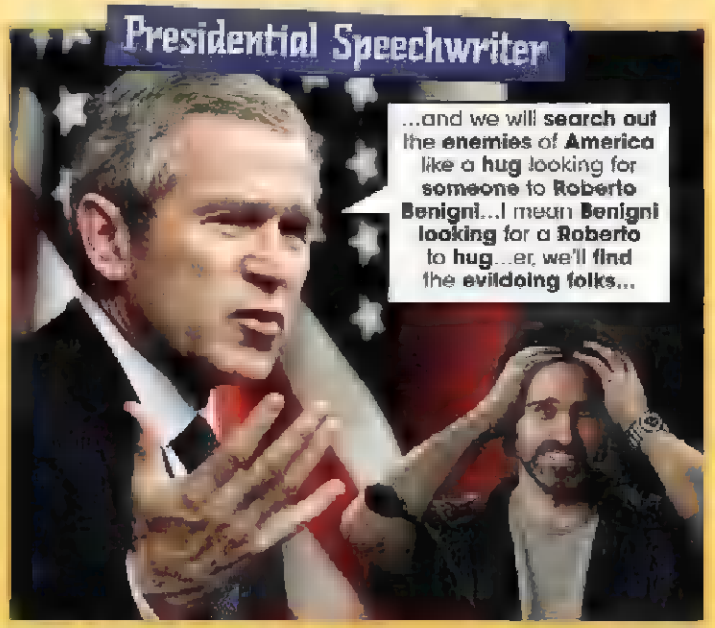
Replacing Eugene Levy's character in American Pie III



Celebrity Voice in Shrek 2

Army Infantry Commanding Officer

Presidential Speechwriter



Surgeon General, Tiger Woods and George W. Bush photos: AP/WideWorld Photos

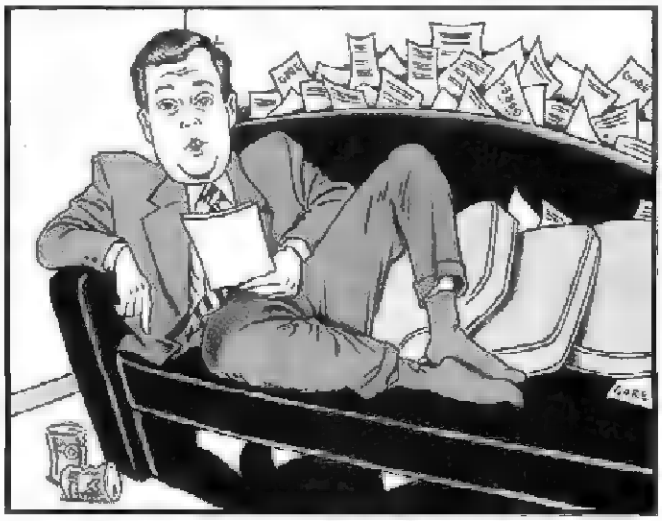
MAD Copyright © 2006 by E.C. Publications, Inc.

POLLSTER-GUISE DEPT.

What is the sound of one hand clapping? If a tree falls in the forest and no one hears it, does it make a sound? If there's a just and powerful God, how can there be a Crocodile Hunter movie? These haunting questions may keep you awake at night — but, truth be told, they're just small potatoes! There's a far more baffling and mind-numbing mystery out there — and it's right under our noses! Rest assured, though, you'll sleep like a baby after MAD answers the world's most perplexing question:

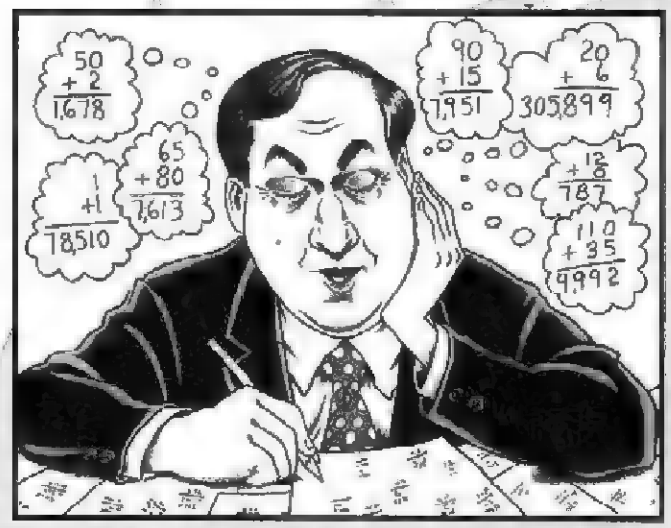
WHY IS GEORGE W. BUSH'S APPROVAL RATING SO HIGH?

ARTIST: RICK TULKA WRITER: BARRY LIEBMANN



Most negative poll results were placed behind Jeb Bush's couch along with the "Gore" Florida ballots.

Most people are afraid to say what they really think because under Bush's "Patriot Act," any negative criticism, no matter how slight, is considered an act of treason.

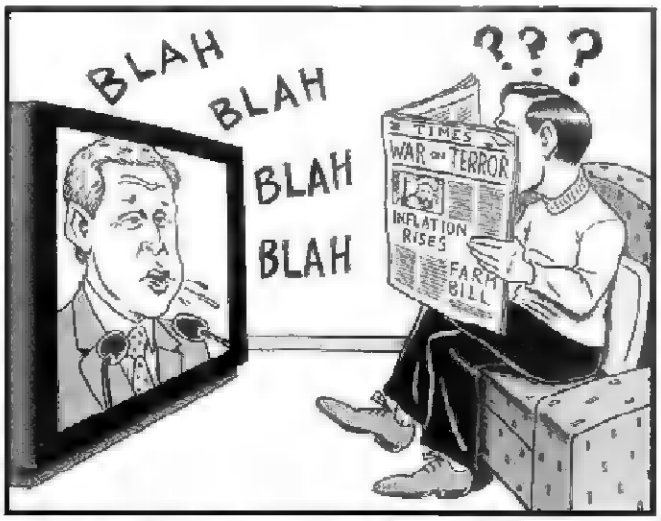


The poll tallies were tabulated by Enron accountants Arthur Andersen.

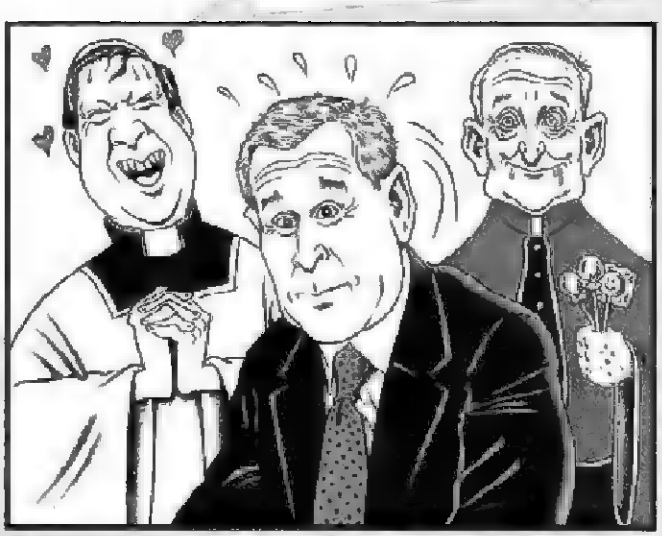
Nowadays, most people are willing to give high marks to any President who keeps his pants on in the Oval Office.

MAD Copyright © 2006 by E.C. Publications, Inc.

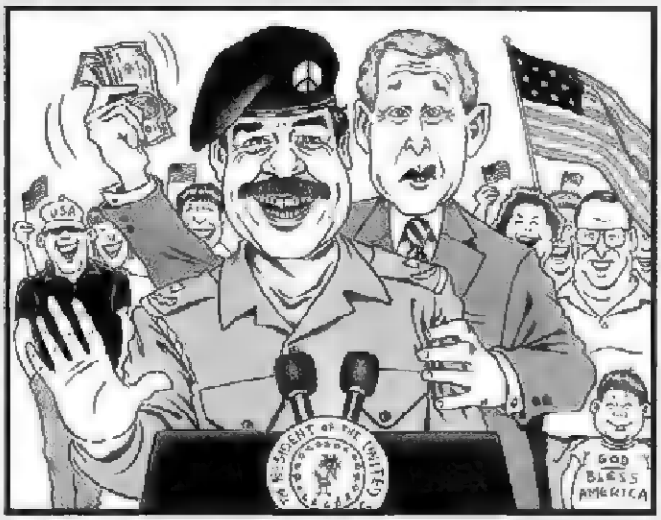
Many respondents thought the pollsters were asking about Anheuser-Busch.



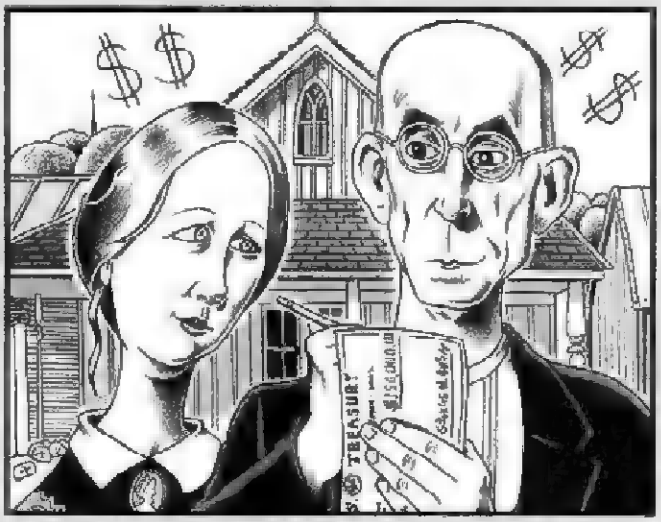
A majority of people really do identify with him, especially since they too don't have a clue about how to run the country.



Bush's "little boy" look is endearing to parents, grandparents and little old ladies, not to mention the growing number of known pedophile priests.



For a shot at another $300 tax rebate, most Americans would approve of Saddam Hussein.



The questionnaires were printed on the backs of fat, federal farm subsidy checks.

The hole in the ozone layer that Bush doesn't believe in has fried everybody's brain.

MAD Copyright © 2006 by E.C. Publications, Inc.

WHY IS GEORGE W. BUSH'S APPROVAL RATING SO HIGH?

A goofy, inarticulate dad with a substance-abusing past trying to control his rebellious, nutso kids: Many Americans think he's the West Wing version of Ozzy Osbourne.

Traditionally anti-Bush environmentalists refused to be polled because the questionnaires were not printed on recycled paper, thereby skewing the results.

The numbers were inflated by crafty Democrats to give Bush the same false sense of security his father had before getting trounced by Clinton in '92.

The statistical pool? Made up of lobbyists, defense contractors and comedy writers with a trunk full of moron jokes.

Soft-hearted Americans don't want to do anything to make him nervous and choke on another pretzel.

MAD Copyright © 2006 by E.C. Publications, Inc.

Spells punishing: 26,875

Tournaments underway: 882

Creatures attacking: 49,438

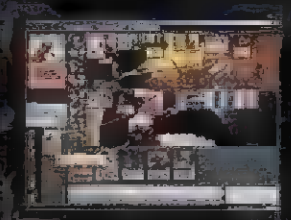
Prizes on the line: 5,000

Deadly strategies: Unlimited

MAGIC The Gathering® ONLINE

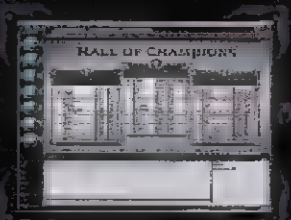
In seconds, *Magic: The Gathering® Online* lets you access over a thousand powerful creatures and spells. All different. All deadly. And every year, hundreds more are added to the arsenal.

Magic® Online: Second to none.



DEADLIEST STRATEGIES

MOST COMPETITION



BEST REWARDS

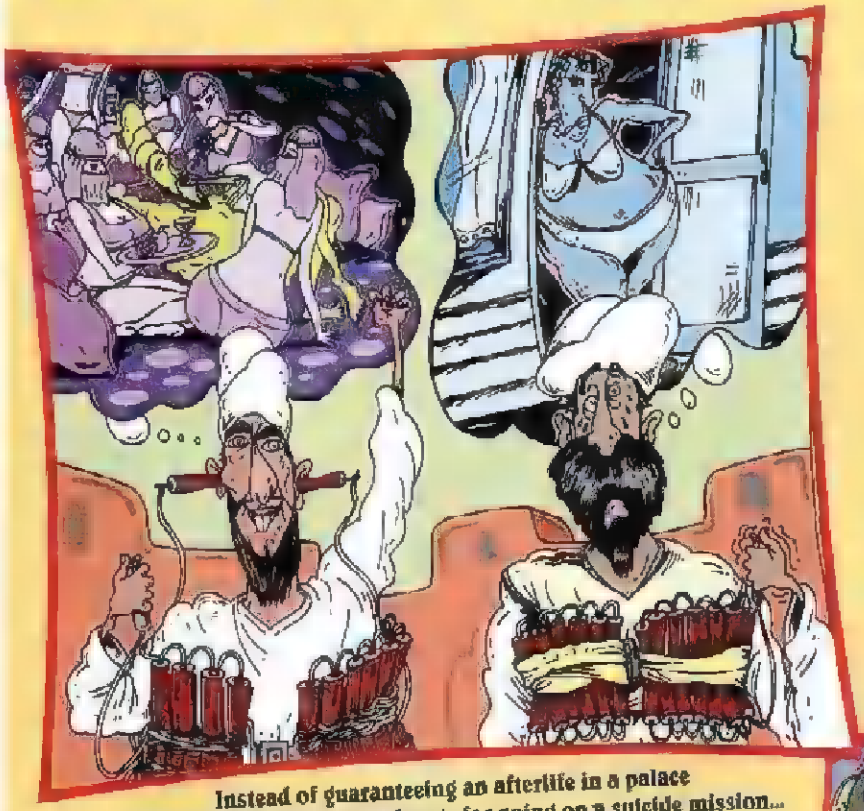
Get the game free: mtgonline.com

MAD Copyright © 2006 by E.C. Publications, Inc.

SECTS EDUCATION DEPT.

What makes a religion a good religion? For some people, it's the promise of a next life that won't suck like this one. For others, it's an official license to feel superior to your heathen neighbors. For still others, it's the possibility (however slight) of getting to rub elbows with Tom Cruise or John Travolta at your church. What makes a religion a bad religion? In the past, you often didn't know until you wound up dead in a mass suicide-by-poisoned Kool Aid, when it was too late! Which is why we at MAD have compiled a comprehensive list of...

EARLY SIGNS YOU MAY HAVE PICKED A BAD RELIGION



Instead of guaranteeing an afterlife in a palace filled with 72 virgins in exchange for going on a suicide mission... they promise you one retired Rockette in a double-wide trailer!

They can't con a single gullible Hollywood celebrity into joining and helping them "spread the word"!

Their coming-of-age ritual involves a bottle of Jack Daniels, a '68 El Camino and a railroad crossing!

Their religious dietary laws mention Cheez Whiz 847 times!

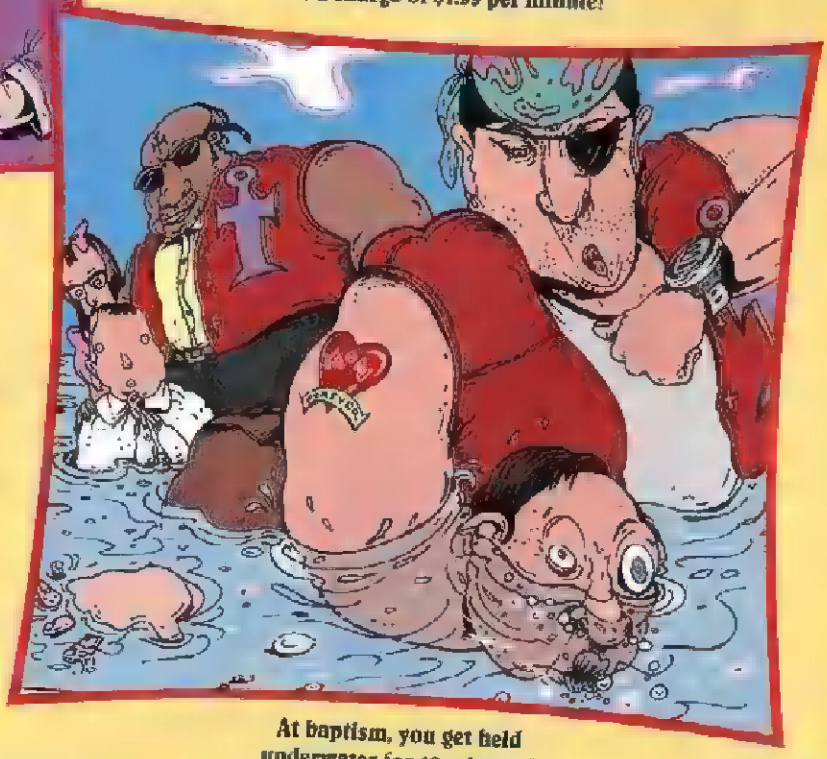
MAD Copyright © 2006 by E.C. Publications, Inc.
POPE WRITER: MIKE SNIDER

All of their holy statues and icons are stamped either "Mattel" or "Hasbro"!

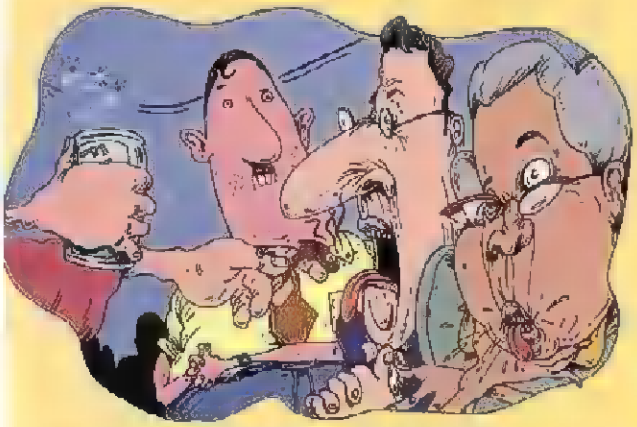
The entire liturgy is in limerick form!

Their confessions are through a 1-900 number, at a charge of $1.99 per minute!

Their idea of a miracle (that proves the existence of God): how bowling pins magically reappear after you knock them down!



At baptism, you get held underwater for 12 minutes!



Their two Communion sacraments: anchovies and Fresca!

MAD Copyright © 2006 by E.C. Publications, Inc.

ANGSTER'S PARADISE DEPT.

After a long, hot trip South, our hero is back home and ready to relax. What better way than sitting in front of a pulsing TV screen for hours on end? It's...

MONROE and...

MAD Copyright © 2006 by E.C. Publications, Inc.

ARTIST: BILL WRAY

PLAYSTATION 2

WRITER: ANTHONY BARBIERI

MAD Copyright © 2006 by E.C. Publications, Inc.

MONROE

MAD Copyright © 2006 by E.C. Publications, Inc.

TO BE CONTINUED...

MAD Copyright © 2006 by E.C. Publications, Inc.

MAD Copyright © 2006 by E.C. Publications, Inc.

DC Bullet logo, SUPERMAN and all related characters and elements are trademarks of and © DC Comics. WB SHIELD: ™ and © Warner Bros. (s02)

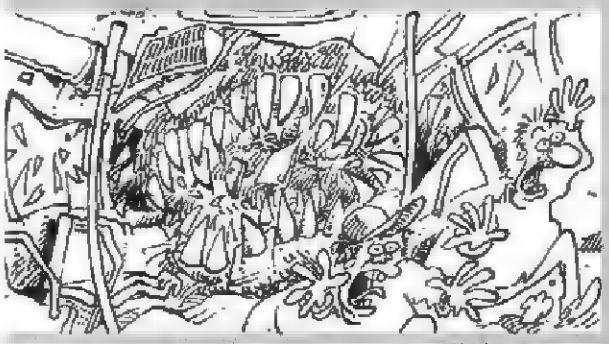
MAD Copyright © 2006 by E.C. Publications, Inc.

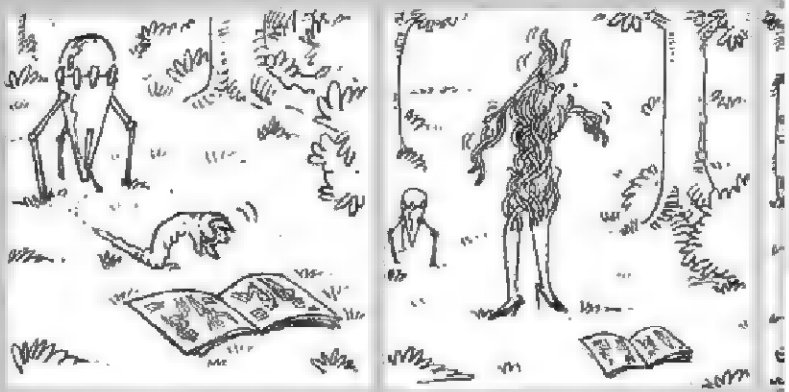
ALL THE UNDERWORLD'S A STAGE DEPT.
A MAD PEEK BEHIND THE SCENES
Linguini, eggplant, anchovies, calamari...
Hey, looks like somebody's organizing the company picnic!
What company picnic? He's the guy in charge of giving new characters their mob nicknames!
Man, this new FBI character is really convincing!
I'll say! We're only two scenes into this episode and he's already lost three laptops and nine guns!
PROPS
DEAD
SCRIPT
Gandolfini says he can't do this scene unless he gets three thousand more!
Three thousand dollars?
No, calories! How do you expect him to do a midnight snack scene with half a bowl of ziti and one $*&ing meatball!
Remember to keep this scene dimly lit!
To reflect the dark nature of Steve Van Zandt's character?
No! To not reflect the glue on the cheap rug on Van Zandt's head! Too much light and that thing curls up like frying bacon!
BODY BY GABAGOOL
MAX KOB
We're with a new organization, The Italian Anti-Defamation Association, and we're here protesting the negative portrayal of Italian-Americans as cut-throat, murdering goons!
And what message are you trying to send to the people responsible for The Sopranos?
We just want these $#%ing mommalukes to know that if they keep it up with this &^%*ing garbage, God forbid they should one day start their $#%&ing car and badaboom! Capice?
STOP F@¢#*!! STEREOTYPING ITALIAN MERICANS YOU #@*!!!# @$$HOLES!
NO GHING ATTER
REFUS THIS #@*! OFFER!!
ME AN?
I GOT YOUR #@¢*$!! CANNOLI RIGHT HERE!
MAD Copyright © 2006 by E.C. Publications, Inc.

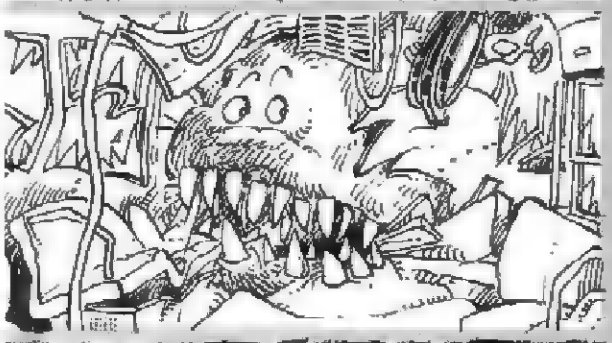
ON THE SET OF THE Sopranos
ARTIST: TOM RICHMOND
WRITER: JOHN CALDWELL
It's unavoidable, we definitely have to go with more subtitles this season!
You mean whenever the guys are speaking in Italian?
No! Whenever Steve Van Zandt is speaking in English!
That was a very good reading! You sounded like a real mob guy! Did you remember to bring a couple of head shots with you?
You bet! Dis is a guy I shot in the head down by the docks in Hoboken! And dis other guy I shot in the head was just finishing up his clams at Riccitello's!
TODAY! OPEN CASTING CALL
You watch! That 15-minute Italian song I did in the finale last season will play a key developmental role in what's to come!
You mean in the development of your character? Or the development of the plot?
No, moron! In the development of my recording contract! Face it, I'm William Shatner with a three octave range!
LUCA?
Cut! It's just not believable!
What's not believable? Was it my intonation? My body language? My eye contact?
No! It was your Hanes Cotton Tee! Wardrobe! Where is this man's standard mob-issue undershirt?
Why do you say that the real challenges of your role are yet to come?
Well, the way I figure it, with the lengthy down time we take between seasons, I'll be 40 before my character even graduates from college!
This new plot development I came up with is brilliant! The Feds finally close in on the Soprano organization and indict them on questionable business practices!
What is it that does them in? Loansharking? Truck hijacking? Illegal gambling? Is it extortion?
Even worse! We discover they hired Arthur Andersen to do their books!
HB-NO!
THE SOPRANOS #@*!!# SCRIPT
MAD Copyright © 2006 by E.C. Publications, Inc.

SERGE-IN GENERAL DEPT.

A MAD LOOK





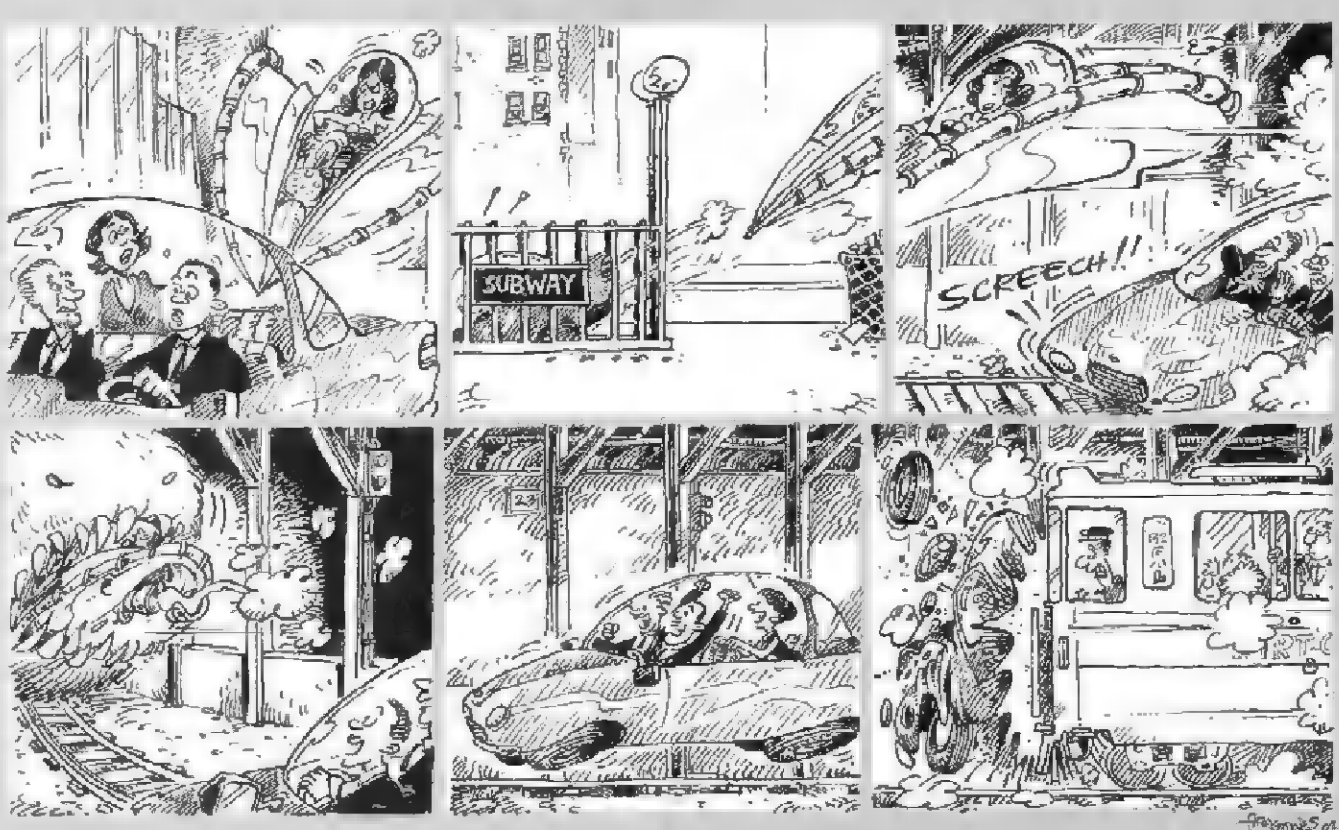


MAD Copyright © 2006 by E.C. Publications, Inc.

AT MIB
MEN IN BLACK II

ARTIST AND WRITER: SERGIO ARAGONES

MAD Copyright © 2006 by E.C. Publications, Inc.



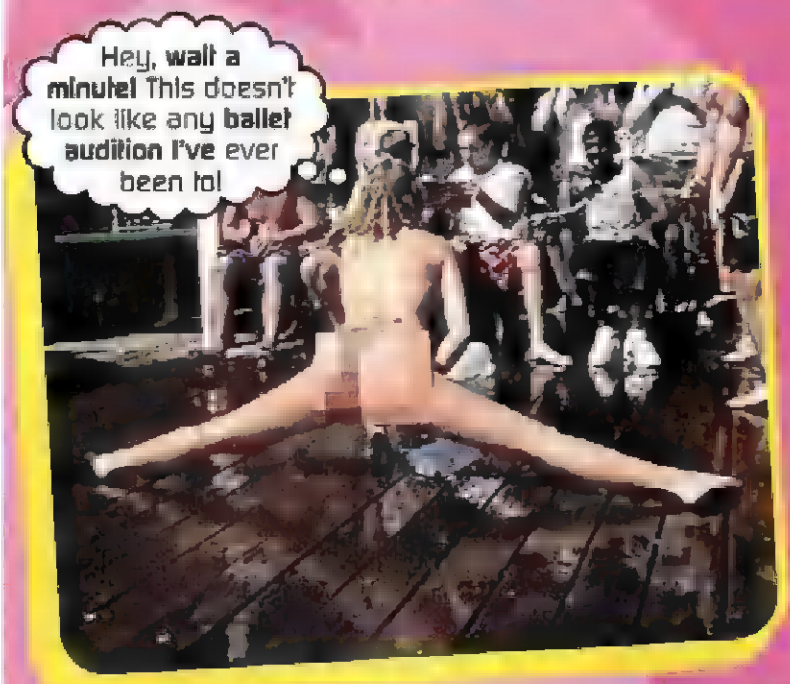
MAD Copyright © 2006 by E.C. Publications, Inc.

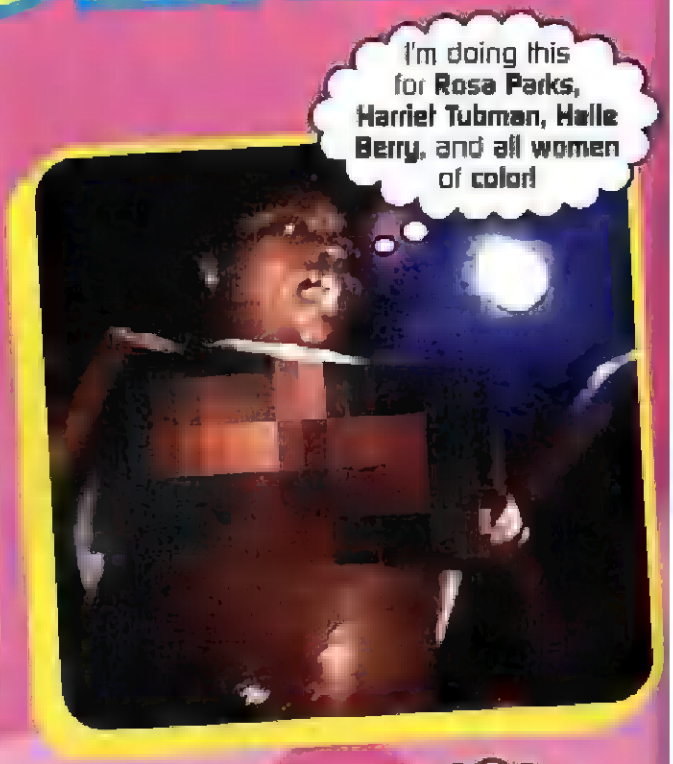
MAD Copyright © 2006 by E.C. Publications, Inc.

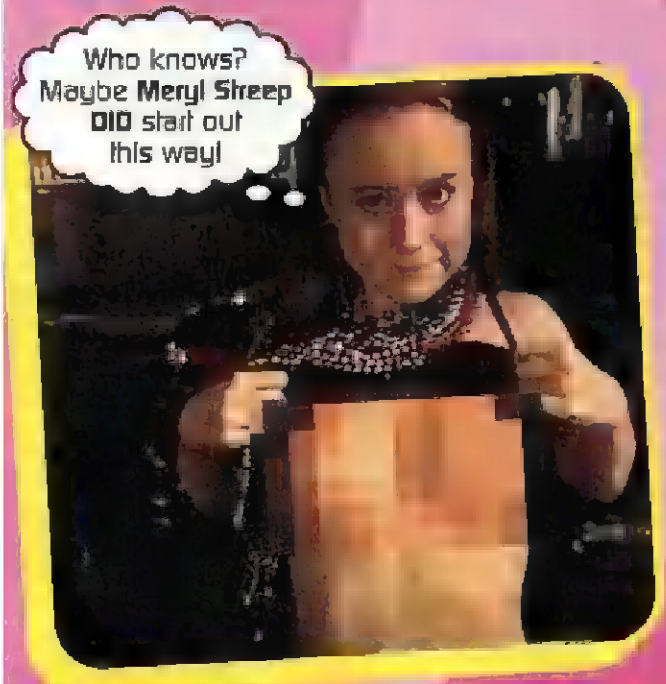
THE BREAST AND THE BRIGHTEST DEPT.

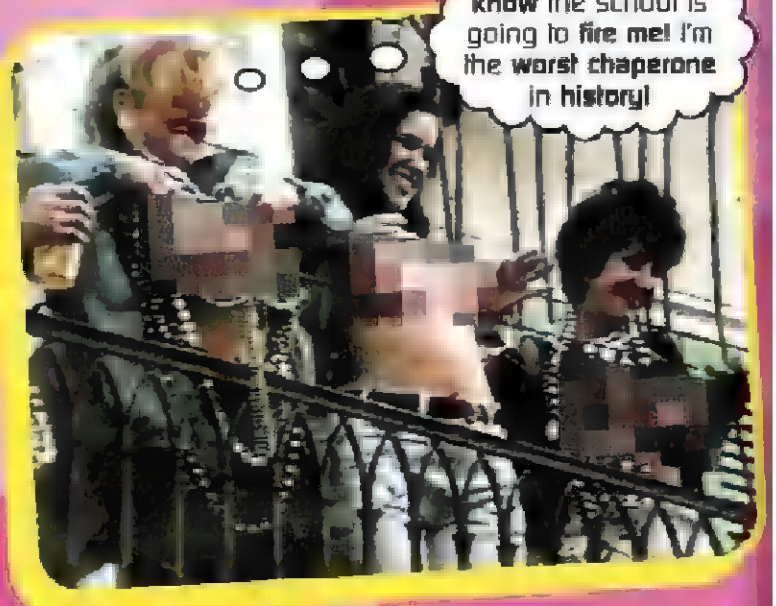
The "Girls Gone Wild" videos, known for cephring college girls flashing their boobies, have become a best-selling phenomenon, spawning several editions. The question we've always wondered (besides how come we never meet these girls) is why are these ladies so willing to bare it all? Are they just liquored-up mindless sluts? Or are they thoughtful, intelligent, reflective individuals? (Note: Last sentence inserted by our lawyers.) Believe it or not, these girls do have thoughts, as you'll see, once...

MAD REVEALS WHAT THE GIRLS OF GIRLS





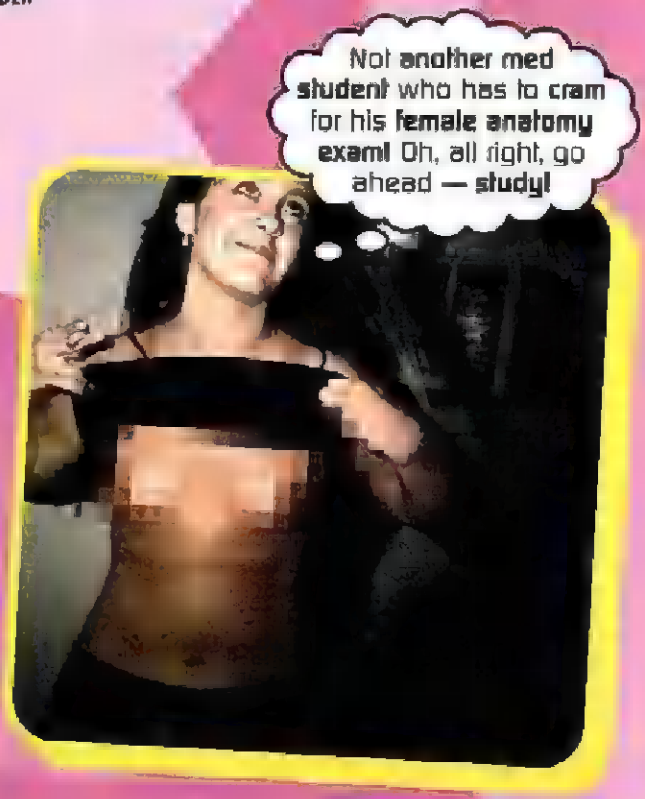




MAD Copyright © 2006 by E.C. Publications, Inc.

gone WILD WERE THINKING

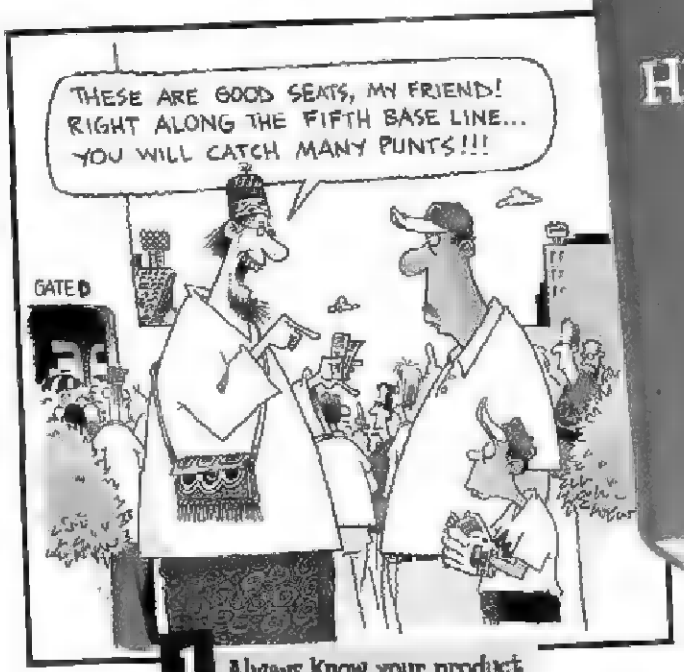
WRITER: MIKE SNIDER



MAD Copyright © 2006 by E.C. Publications, Inc.

It may be true that we've squandered countless opportunities for a lasting humor legacy, but perhaps it's not too late. By using important sounding sentences like the last, in conjunction with big words like "ephemeral" and "perquisite" (that don't look like they're spelled correctly, but when you check them it turns out they are), we may find ourselves on the road to the first Pulitzer Prize for lame MAD article introductions. Intrinsic (good word, right?) to this is the underlying quest for comic poignancy (oh, yeah!) and overall satirical relevance. Raillery, another word found in the thesaurus under "humor," also seems to fit well in this paragraph. And, yes, it is spelled correctly. We move on now to the ensuing (sweeeet!) reason for all this: a dumb premise we slapped together with the title...

MAD'S COMPREHENSIVE 10-STEP GUIDE TO SUCCESS IN THE HIGHLY CHARGED WORLD OF ILLEGAL TICKET SCALPING



1 Always know your product.

2 Don't attempt to scalp tickets to any event where admission is free.

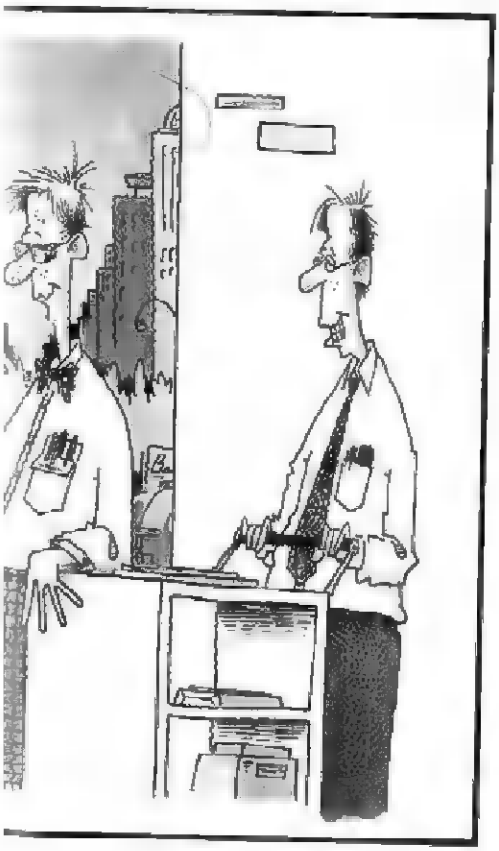
ARTIST AND WRITER: JOHN CALDWELL

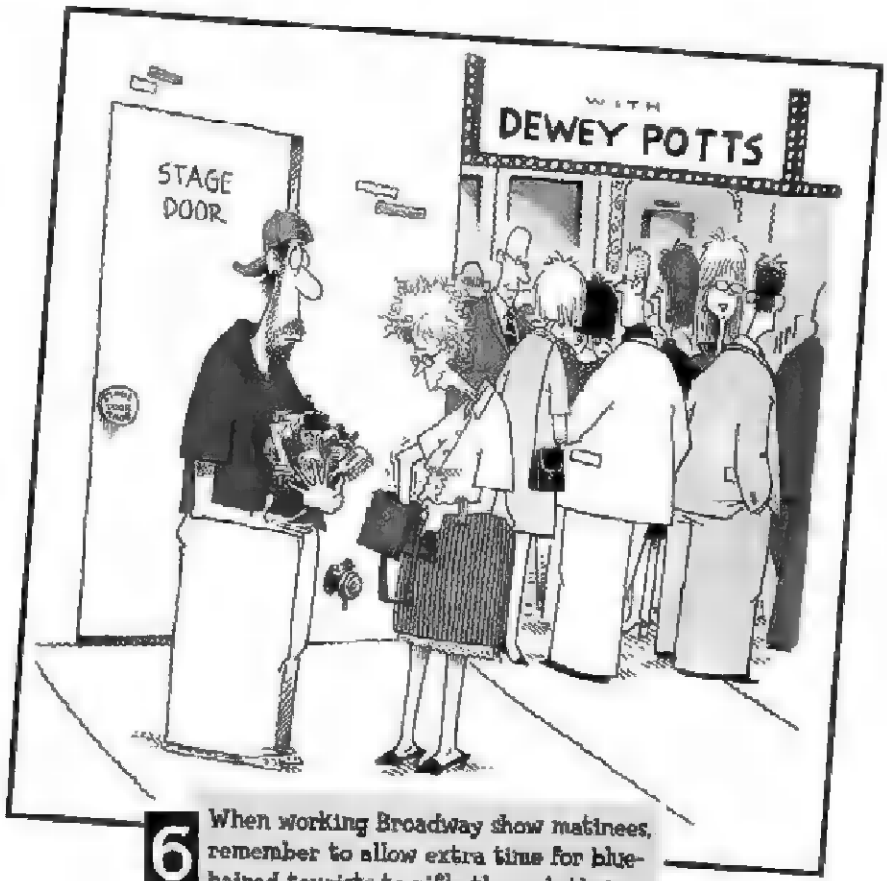
3 Avoid unnecessary employee expenditures. Ask yourself, "Do I really need mailroom guys?"

MAD Copyright © 2006 by E.C. Publications, Inc.

4 Keep in mind that the seating chart is not always an effective selling tool.

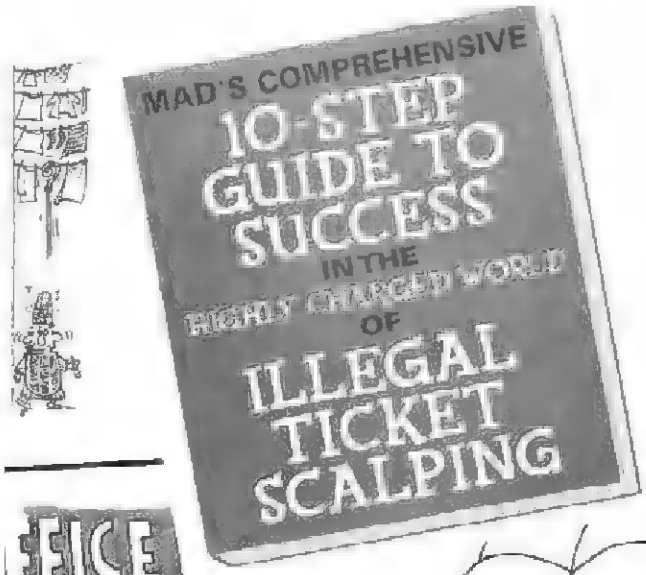
5 Selling door-to-door is generally not a road to success.





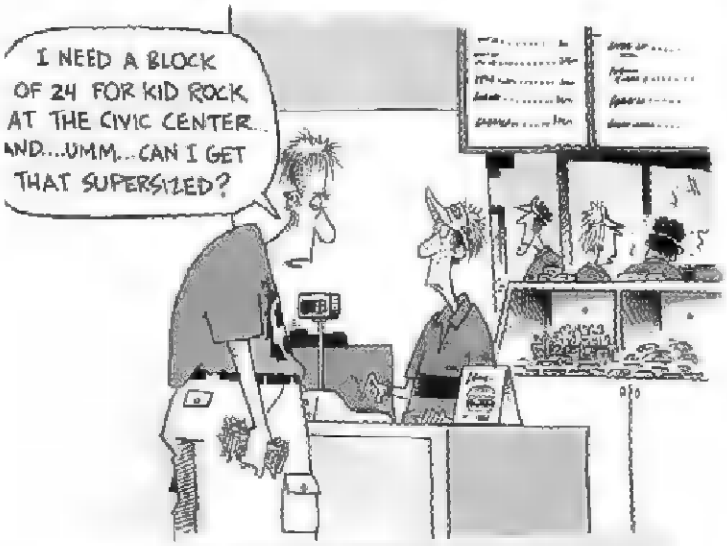
6 When working Broadway show matinees, remember to allow extra time for blue-haired tourists to rifle through their purses for the correct change.

MAD Copyright © 2006 by E.C. Publications, Inc.



7 When dealing with a Rolling Stones tour, be sure to load up on prime handicap access sections.

8 Always remember that you are an illegal ticket scalper and are under no obligation to ask the OSHA-mandated "Are you prone to nosebleeds?" question.

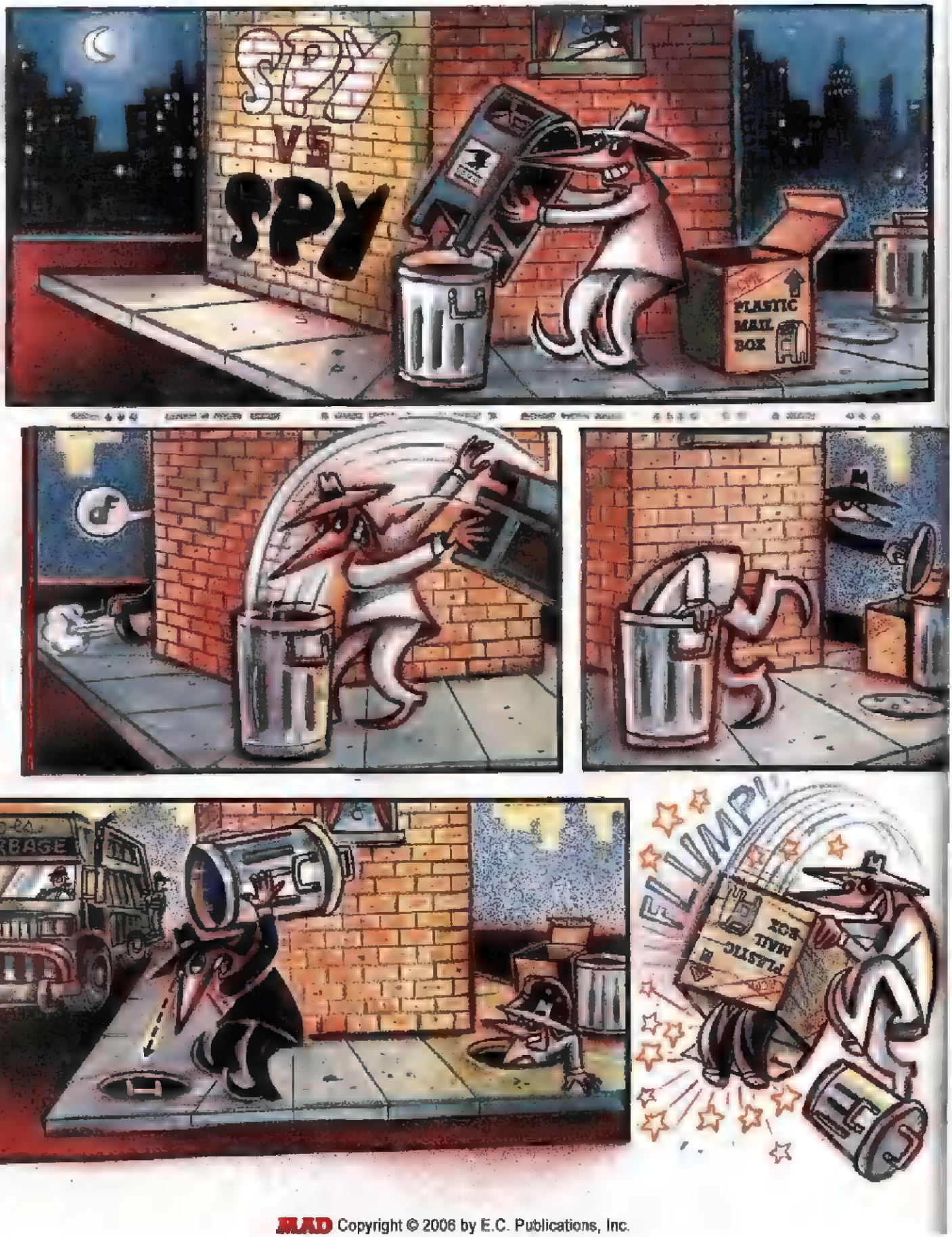


9 When hiring someone to wait in line to buy your tickets, it's wise to pay a little more to get someone who's competent.

10 Don't hesitate to pile on vague fees and tax charges — just like Ticketmaster and other so-called legitimate ticket sellers do.

MAD Copyright © 2006 by E.C. Publications, Inc.

MAD Copyright © 2006 by E.C. Publications, Inc.



MAD Copyright © 2006 by E.C. Publications, Inc.

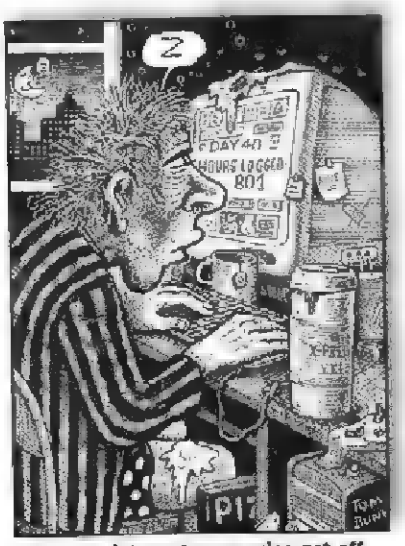
ARTIST AND WRITER: PETER KUPER

MAD Copyright © 2006 by E.C. Publications, Inc.

GALLBEARERS DEPT.

Hardly a day goes by that someone doesn't insult us. The affronts come from all sides — a greedy company, a two-faced politician or somewhere else (like a moronic magazine)! Make no mistake about it, the insults just keep on coming. Day after day, these insufferable bastards are methodically chipping away at our society with their despicable practices, repugnant behavior and sheer chutzpah! And what's worse, they just expect us to sit back and take it! Well, no more! We here at MAD have had enough! And today we begin the long, hard fight to win back our sanity by standing up and in a clear, loud voice boldly asking...

WHERE DO THEY OFF.



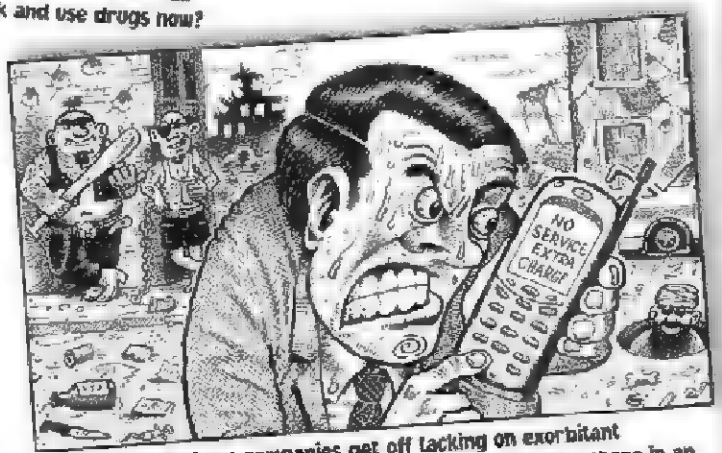
Where do internet companies get off bragging about a sign-up bonus of "1,000 free hours" to use in 45 days, when 45 days only contain 1,080 hours total?

Where do waiters get off asking, "Do you want change?" when you hand them a $20 bill to pay for a measly $3 tab?

Where do credit card companies get off rejecting you for their lousy card when the only reason you applied for the damn thing in the first place was because they said you were "pre-approved"?

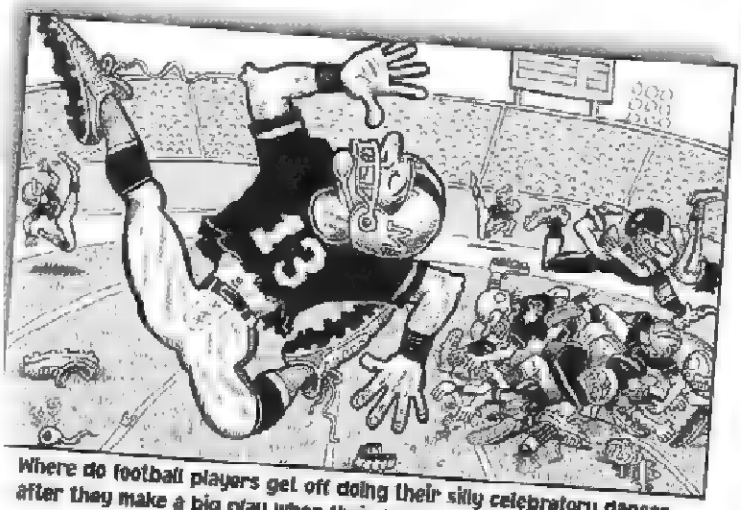
Where do politicians who drank and used drugs when they were teens get off pushing for harsh and unfair prison terms for teens who drink and use drugs now?

Where do TV networks get off labeling their lousy repeats as "encore performances" when nobody — but *nobody* — asked to see them again?

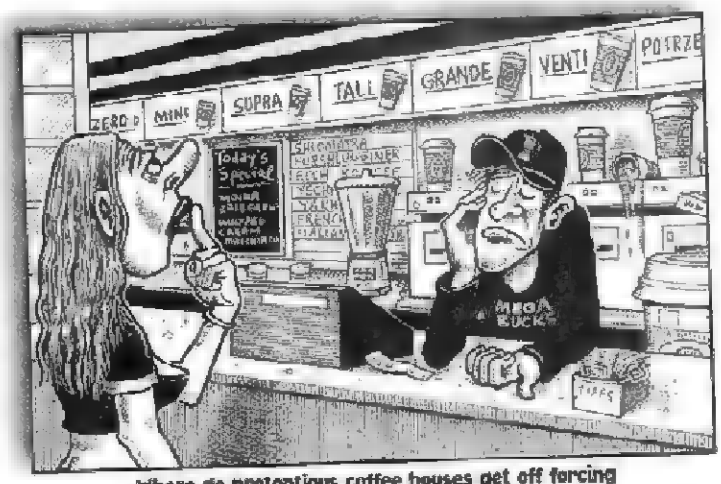


Where do cell phone companies get off tacking on exorbitant "roaming charges" just because you happen to use your phone in an area where they haven't bothered to build up their pitiful network?

MAD Copyright © 2006 by E.C. Publications, Inc.



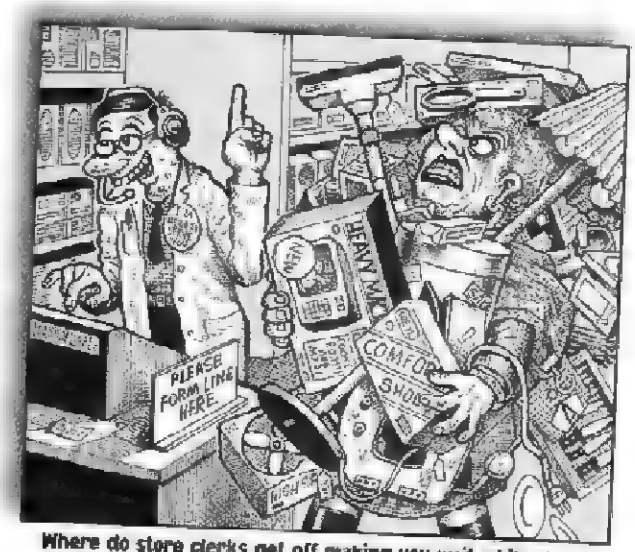
Where do football players get off doing their silly celebratory dances after they make a big play when their team is getting trounced 56-37



Where do pretentious coffee houses get off forcing us to ask for a "tall," "grande" or "venti" when all we want is a "small," "medium" or "large"?

GET ?

Where do so-called financial "experts" get off coming on TV to explain why the stock market crashed — when, if they were any good, they would have told us *before* it happened?



Where do store clerks get off making you wait while they take a phone order, even though you were the one who took the time to come down to the store in person?

ARTIST: TOM BUNK

WRITER: STAN SINBERG

Where do software companies get off charging us for "upgrades" when the *only* reason we need the "upgrade" is to fix the problems of the earlier version of their crummy product they suckered us into buying?

Where do magazines get off sending us "Renew your subscription now!" notices before the first friggin' issue even arrives?

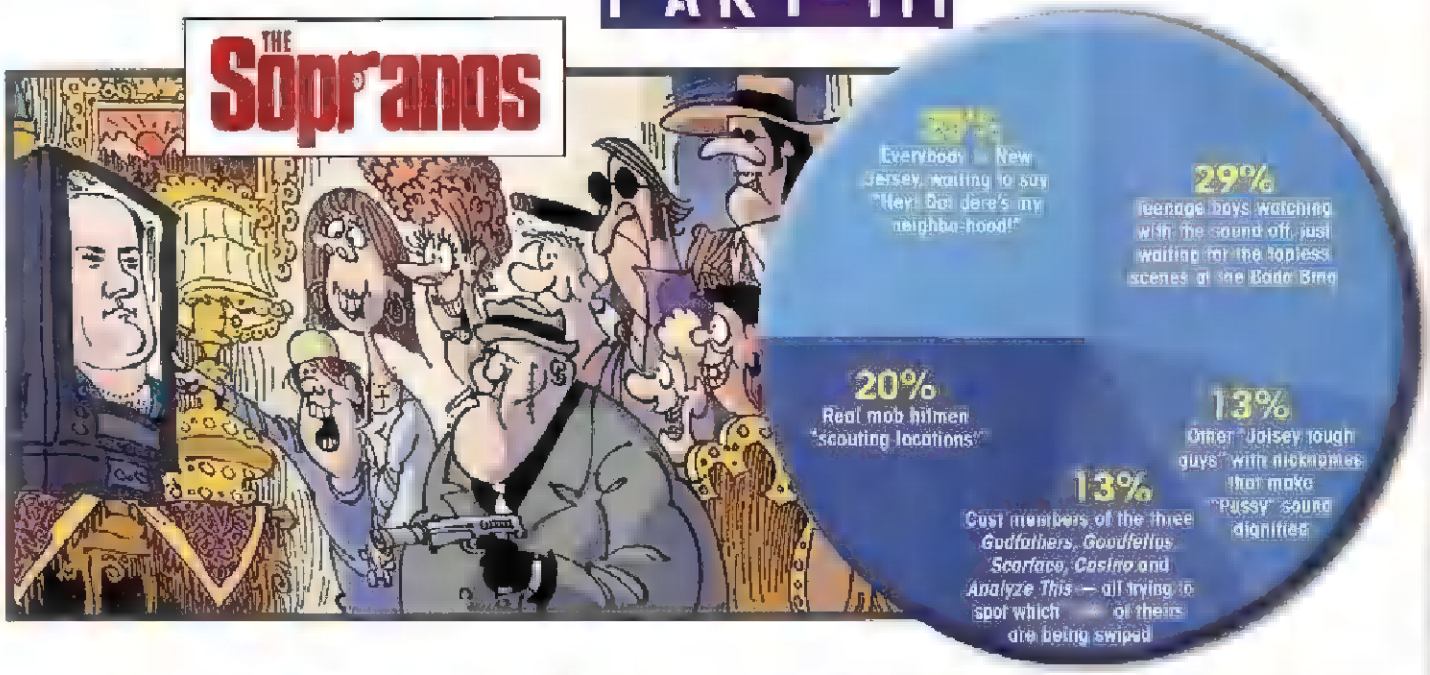
MAD Copyright © 2006 by E.C. Publications, Inc.

STAT'S ENTERTAINMENT! DEPT.

The REAL Demographics of Various TV AUDIENCES

PART III

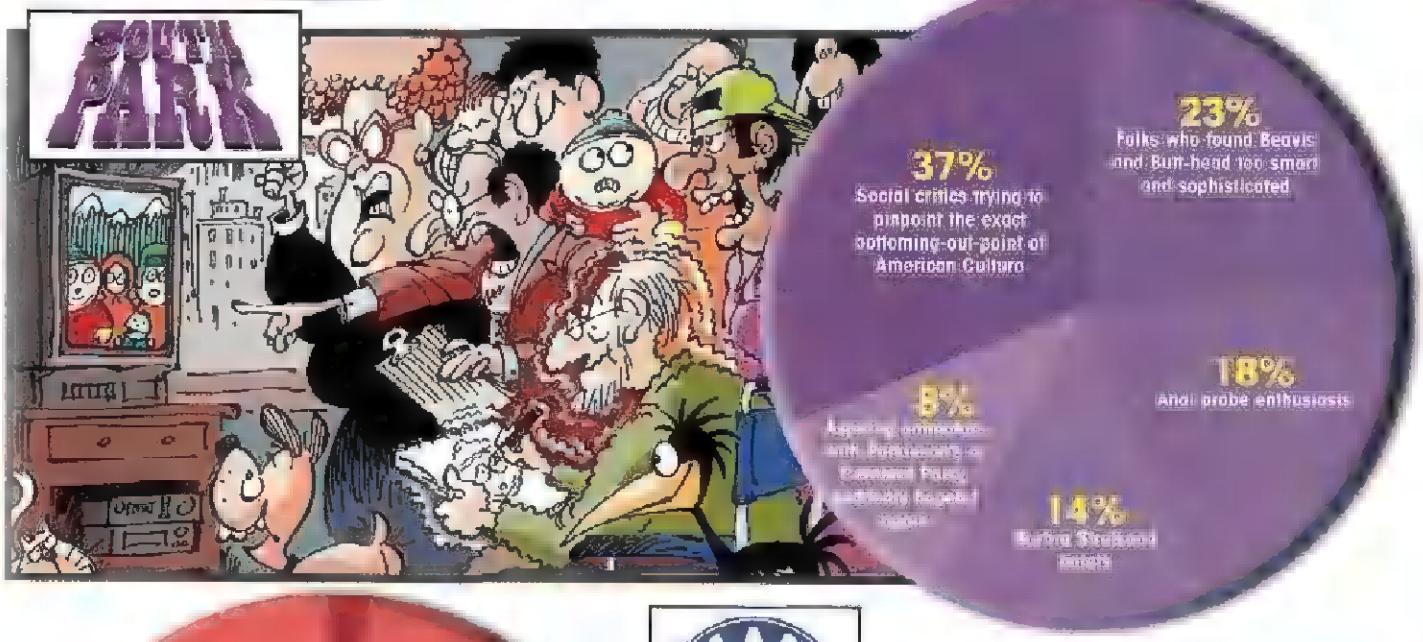
Well, here goes a third intro for an article that we've done twice before (see issues #284 and #301) but that we liked so much we had to do it again! By now you know what demographics are, so we're going to skip the witty repartee (can't you tell?) and go right into...



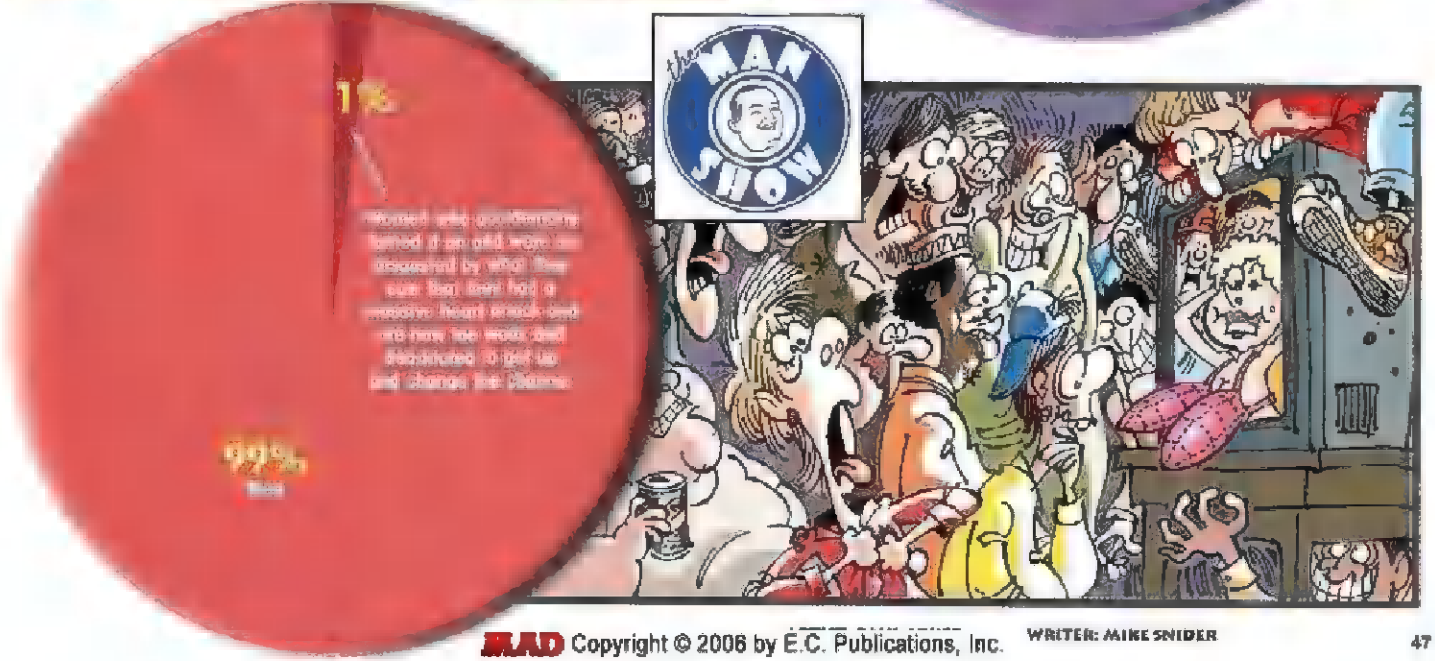
MAD Copyright © 2006 by E.C. Publications, Inc.

Inside the Actors Studio

SOUTH PARK



THE MAN SHOW



MAD Copyright © 2006 by E.C. Publications, Inc.

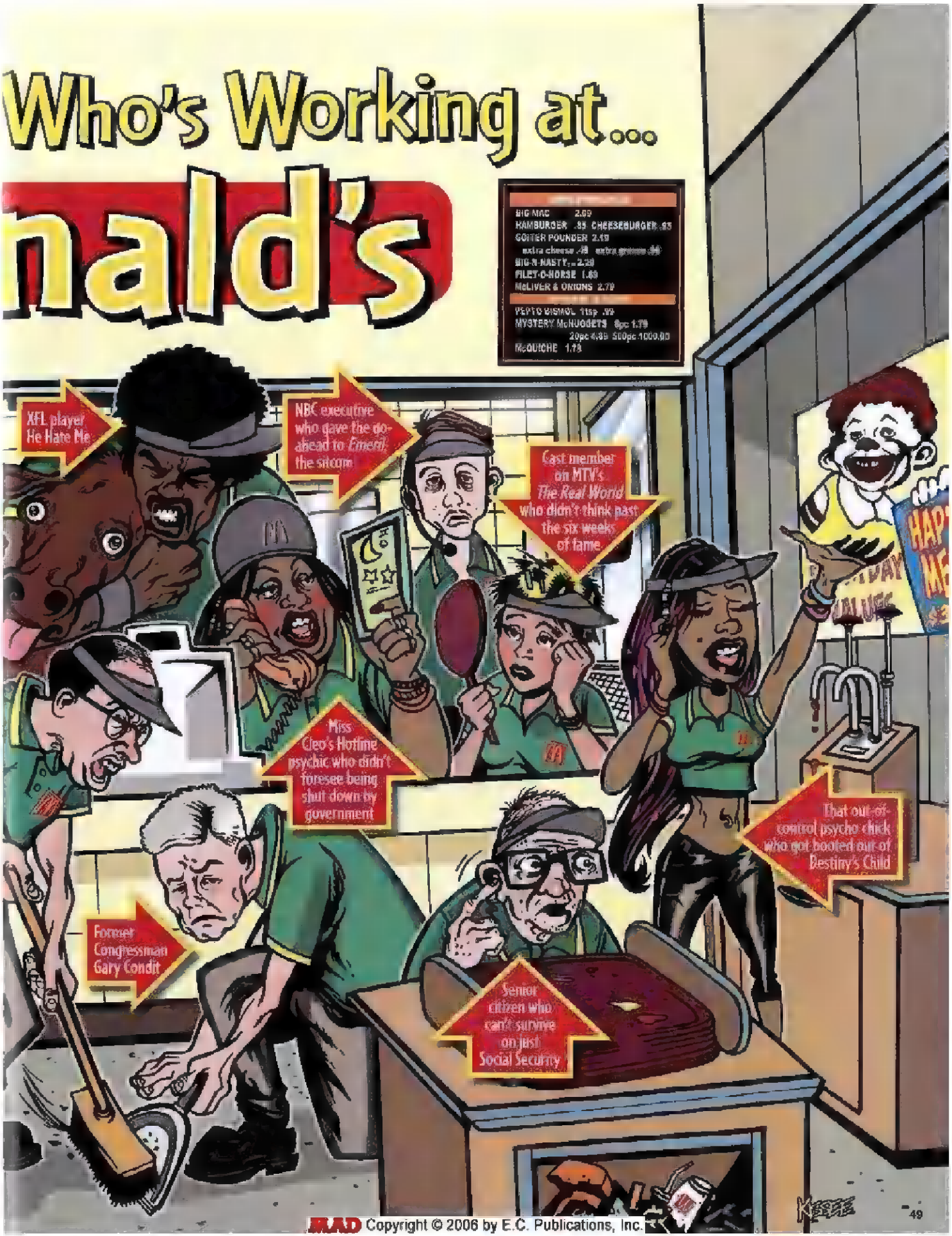
WRITER: MIKE SNIDER

FAST FOODS DEPT.

Working at McDonald's has a lot of drawbacks – the pay isn't all that good, people ridicule you and you are constantly straining your back trying to carry the buckets of lard used in all of the food. Many kids work there to make extra cash, but now, due to various circumstances, a whole new crop of people are finding themselves asking, "Do you want fries with that?" Take a peek and you'll find yourself saying...

HEY! Look McDo

MAD Copyright © 2006 by E.C. Publications, Inc.


Who's Working at...
nald's
BIG MAC 2.09
HAMBURGER .85 CHEESEBURGER .95
QUARTER POUNDER 2.19
extra cheese .49 extra gristle .49
BIG-N-NASTY 2.39
FILET-O-HORSE 1.89
McLIVER & ONIONS 2.79
PEPTO BISMOL 1Tsp .99
MYSTERY McNUGGETS 6pc 1.79
20pc 4.89 500pc 1000.00
McQUICHE 1.79
XFL player He Hate Me
NBC executive who gave the go-ahead to Emeril the sitcom
Cast member on MTV's The Real World who didn't think past the six weeks of fame
Miss Cleo's Hotline psychic who didn't foresee being shut down by government
That out-of-control psycho chick who got booted out of Destiny's Child
Former Congressman Gary Condit
Senior citizen who can't survive on just Social Security
MAD Copyright © 2006 by E.C. Publications, Inc.
49

AN EMBARRASSMENT OF RICHARD'S DEPT.

Now that the Microsoft Operating System runs virtually every computer, Microsoft is turning its attention to other marketing venues. They're pushing their Pocket PC, their Xbox and their new ".NET" software. But soon we fear that the ever greedy and aggressive Microsoft will use their "expertise" to market everything, even low-tech gadgets. Then, no matter what you buy, they'll claim you can feel "the power of Microsoft" behind you. Yes, that's what that pain in your ass will be, Microsoft behind you! For instance, here's what would happen....

IF Microsoft MADE EGG TIMERS

Thank you for purchasing the Microsoft Egg Timing System.

You now have the power of Microsoft in your kitchen to handle one of the most demanding cooking tasks: making a soft-boiled egg!

Thanks to Microsoft, the hassles of old-fashioned egg timers are a thing of the past. No more will you have to go through the inconvenient and unpleasant ordeal of turning the egg timer over to start the sand falling. Now, the freedom, convenience and precision of microchip-egg timing technology is in *your* hands! Once you've properly configured your system, you can enjoy a perfectly-timed egg every time, regardless of the time of day, even if it's daylight savings time or standard time! With the Microsoft Egg Timing System, it's simpler than ever!

GETTING STARTED

After you set the date, time, year, country code, language and pick a theme for your kitchen "countertop," you'll be on your way to an egg timer that can automatically and precisely count down from three minutes to zero seconds. And it's able to do that in just about three minutes.*

To activate your Egg Timer you must first fill out the online registration form at mymicrosofteggtimer.com. Please have the following information handy as you will need it to complete the simple four-hour registration process:

- your name • address • social security number
- date of birth • retailer ID number
- your default password: scramble
- product serial number, which can be easily found by carefully removing the casing of the Microsoft Egg Timing System motherboard
- type of pot in which you intend to boil your egg

* An $85 upgrade that will enable you to personally customize your Microsoft Egg Timing System for 15 seconds more or 15 seconds less will be available in the second quarter of 2003.

By completing this registration process, Microsoft will be able to contact you with news and information about Egg Timer upgrades and virus warnings. You'll also receive exciting mail, email and telephone solicitations from our strategic corporate partners offering you products and services relating to your Egg Timing System, or not relating to your Egg Timing System. It's up to them.

THE EGG WIZARD

When you first use your Microsoft Egg Timing System, you will be greeted by the Egg Wizard, Eggy. Eggy will ask you a series of questions in order to find out what food you want to prepare. Since the Microsoft Egg Timing System can only be used to time eggs, Eggy will need to ask you a mere 25 questions before it confirms that you want to soft-boil an egg.

SAVING YOUR EGG COOKING PROFILE

The default setting for cooking your soft-boiled egg is three minutes. Even so, after cooking your first soft-boiled egg, you must save this time measurement in your personal cooking profile by giving it a file name with the extension ".egg." (Failure to do so will cause your Microsoft Egg Timing System to freeze up and never work again.) It's that easy!

COMPATIBILITY

Please note: Not every egg is the same. Therefore, we recommend you exclusively use Microsoft Brand eggs produced by Gates Farms, where the chickens are specially raised to be compatible with your Egg Timer's operating system. If your eggs are undercooked or overdone and NOT from Gates Farms, the problem isn't with our Egg Timer. Please contact your poultry producer or conduct a professional analysis of your local water supply (which could affect boiling properties).

PASSWORD PROTECTION

If you don't want other people in your household to know how much time is spent cooking your three-minute egg, you may want to password-protect your "Personal Cooking Profile." Eggy the Egg Wizard will help you pick a hard-to-guess password by suggesting 50,000 non-words consisting of random strings of letters, numbers and Cyrillic characters to replace the easy-to-remember default password you used during the registration process. Choose one, but for security reasons we strongly recommend that you NOT write it down! We also strongly recommend you NOT forget it, because without the password your Microsoft Egg Timing System will freeze up and never work again. In the event this happens, contact Microsoft, and we will assist you in purchasing another Egg Timing System.

TECH SUPPORT

Technical support for your Microsoft Egg Timing System is available 24 hours a day at $1.99 per minute ($2.99 for poached egg support).

Licensing Agreement

The Microsoft Egg Timing System may only be used to time eggs by the person to whom it is registered. Unauthorized use by other members of the family or visiting guests may result in fines, jail terms and seizure of uncooked dairy products. Please read and familiarize yourself with the entire 274-page Microsoft licensing agreement packed with this product. NOTE: Using your Microsoft Egg Timing System for any other reason, such as to time moves during Scrabble games, voids all warranties, express and implied, for this product.

Microsoft

WRITER: DICK DEBARTOLO

MAD Copyright © 2006 by E.C. Publications, Inc.

ASSAIL TO THE CHIEFS DEPT.

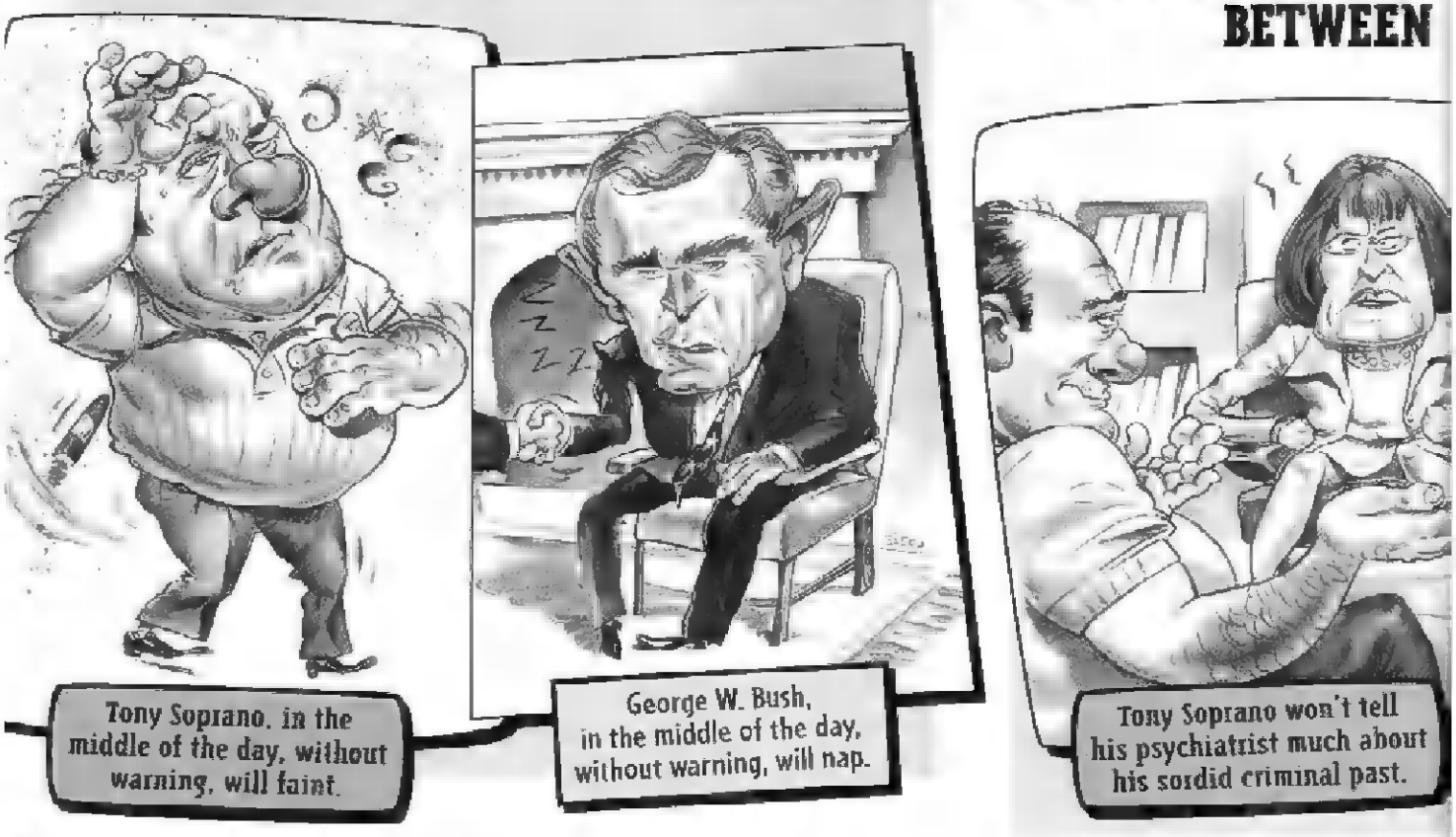
These days it's common wisdom that all politicians are crooks. But there are big differences! And if you don't believe us, just take a look as we compare the most powerful man on television, Tony Soprano, to the second most powerful man in the White House (next to Dick Cheney), George W. Bush! As we see them, here are...

THE SUBTLE DIFFERENCES BETWEEN TONY SOPRANO & GEORGE W. BUSH

ARTIST: SAM SISCO WRITER: STAN SINBERG

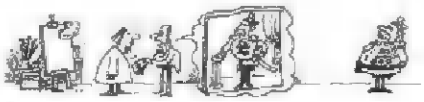
MAD Copyright © 2006 by E.C. Publications, Inc.

THE SUBTLE DIFFERENCES BETWEEN

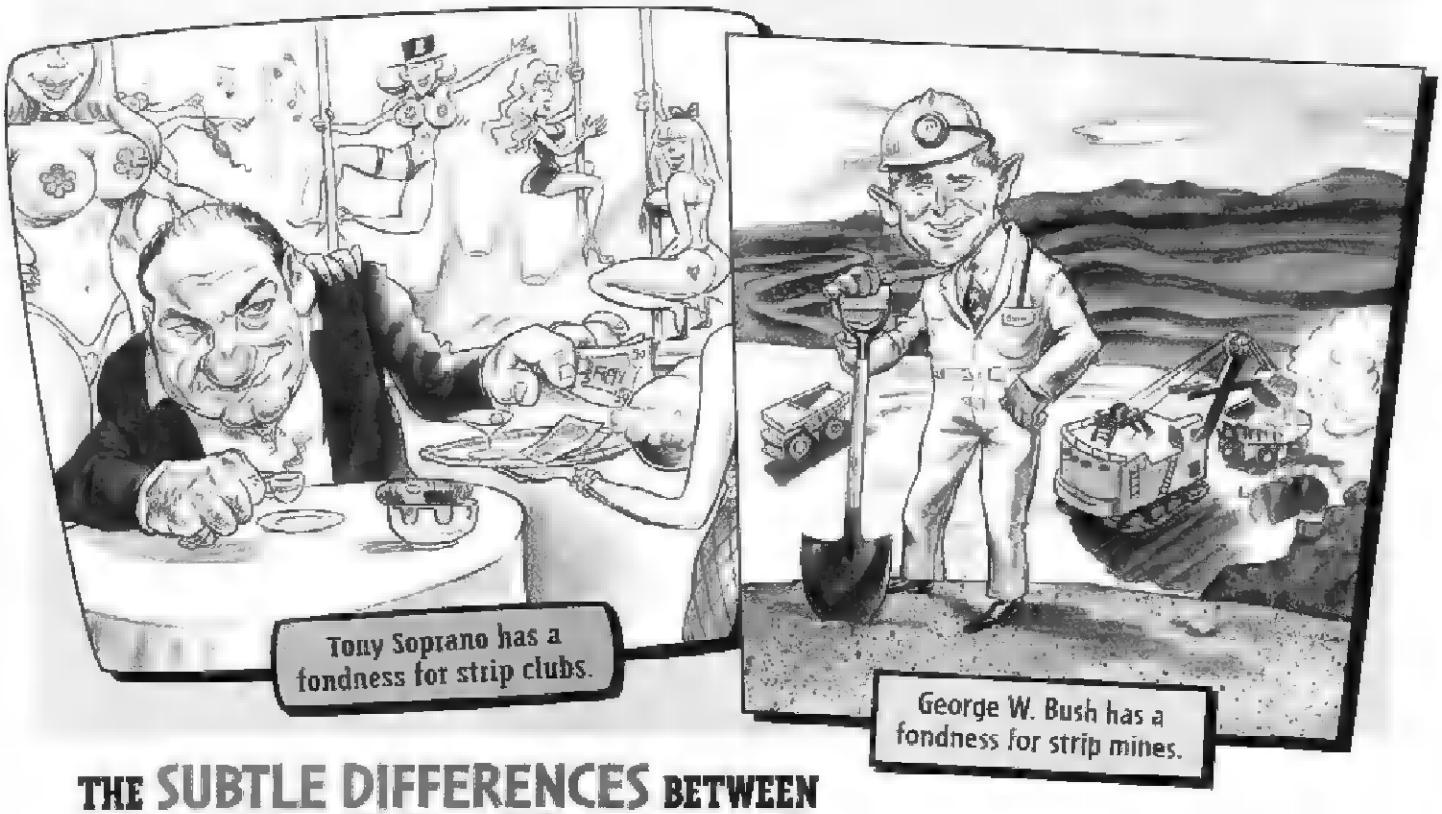


MAD Copyright © 2006 by E.C. Publications, Inc.

TONY SOPRANO & GEORGE W. BUSH



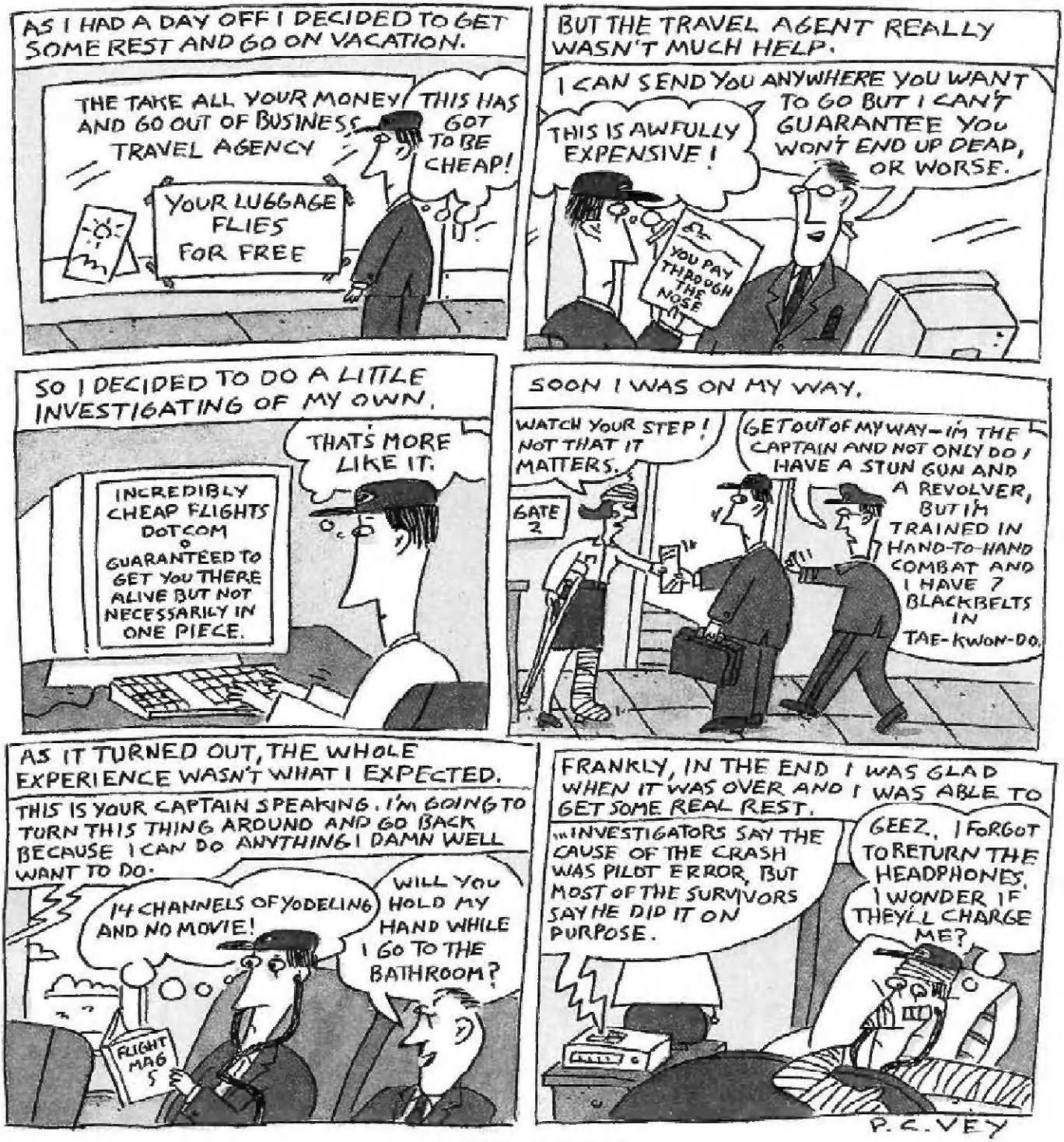
MAD Copyright © 2006 by E.C. Publications, Inc.



THE SUBTLE DIFFERENCES BETWEEN TONY SOPRANO & GEORGE W. BUSH

MAD Copyright © 2006 by E.C. Publications, Inc.

Duke Bissell's TALES OF UNDISPUTED INTEREST



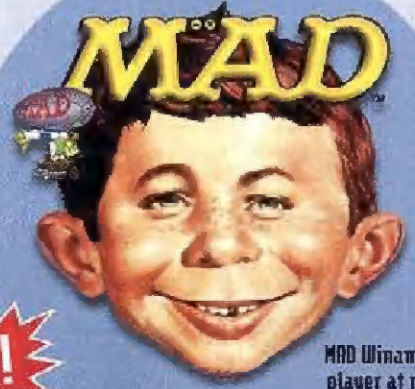
ARTIST AND WRITER: P.C. VEY

MAD Copyright © 2006 by E.C. Publications, Inc.

DOWNLOAD THE NEW ALFRED E. NEUMAN WINAMP 3 SKIN*

and enter for a chance to win a MAD Magazine 50th Anniversary prize pack!

*No Winamps were harmed in the obtaining of Winamp skins!



NEW!

MAD Winamp 3 player at rest

MAD Winamp 3 player ready for action!

WINAMP 3 – with Enhanced Llama-Whipping Functionality:

- Freeform skins! (No more need for silly rectangular windows!)
- Über-powerful media library! (Lets you sort and search all of your music easily!)
- Video support! (Now you can throw all of those "nature" videos you downloaded directly into your playlist!)
- Built-in crossfader option! (Allows you to meld your tracks together into a seamless mix!)

...and so much more you will just have to see to believe!

NULLSOFT WINAMP winamp.com

Be the first on your block to have the greatest media player to come along since...ummmm...Winamp 2!

The MAD 50th Anniversary prize pack includes:

- Official MAD Toilet Paper
- An Autographed Copy of "MAD's 50 Worst Things About Music"
- A MAD T-Shirt by Thunder Creek
- The MAD Neumanisms Ultimate Collector's Package
- A music CD provided by AOL Music

50 MAD Prize Packs to be awarded!

NO PURCHASE OR ONLINE REGISTRATION NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

1. HOW TO ENTER: Visit www.winamp.com, and complete the sweepstakes entry form as prompted, which must be complete in order for your entry to be eligible. Sweepstakes begins at 12:01 a.m. (EST) on June 26, 2002 and ends at 11:59 p.m. (EST) on September 30, 2002, and all entries must be received by 11:59 p.m. (EST) September 30, 2002. E.C. Publications, Inc. ("Sponsor") and Prize Providers ("Prize Providers") are not responsible for late, lost, stolen, damaged, garbled, incomplete, misdirected, postage due, or misdirected entries or mail, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communication devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor and Prize Providers disclaim any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this Sweepstakes, and Sponsor and Prize Providers reserve the right, at their sole discretion, to modify, cancel, terminate or suspend this Sweepstakes and conduct the drawing with all eligible entries received up to that point should any virus, bug, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. Each on-line entry will be deemed to have been submitted by the record holder of the e-mail account used with the entry as provided. Limit one entry per person, household or e-mail address. If there are multiple entries, Sponsor will only accept the first one received. All entries become the exclusive property of the Sponsor and will not be returned or refunded.

2. SELECTION OF WINNERS: Winners will be determined on or about October 14, 2002 from among all eligible entries received. Drawing will be conducted by Warner Bros. Online whose decisions are final. Odds of winning depend upon the number of eligible entries received. Winners will be notified by mail, and prizes will be sent by November 4, 2002, and prize will be sent to the address given on the entry form. If prize is won by a minor, it may be awarded in the name of a parent or legal guardian. Winners agree to use of names, hometowns & likenesses and/or prize information for purposes of advertising, promotion and publicity in any medium without additional compensation to the extent permitted by law, any such use with respect to minors to be subject to prior approval of parent or legal guardian. If any prize notification letter or any prize is returned as undeliverable or cannot be awarded to the selected winner for any reason, the prize will be awarded to an alternate winner in a random drawing. Sponsor reserves the right to modify notification procedures in connection with the selection of alternate winners. If any

3. PRIZES AND APPROXIMATE RETAIL VALUES (("ARV")): 1 ea (50) Grand Prizes: A MAD Magazine 50th Anniversary Prize Pack. Prize Packs include the following: MAD Toilet Paper (ARV: $4.99); An Autograph Copy of "MAD'S 50 Worst Things in Music" (ARV: $5.00); MAD T-Shirt by Thunder Creek (ARV $20); MAD Neumaniacs Ultimate Collector's Package (ARV: 324.95); and Music CD's provided by AOL Music (ARV 7.99). Total ARV of all Prizes: $3,571. One winner per family/ e-mail address and/or household. Sponsor reserves the right to substitute prize of equal or greater retail value. No other substitution or transfer of cash equivalent of prize permitted. All taxes, fees and other expenses not specified herein are the sole responsibility of prize winner. Sponsor and Prize Provider(s) not responsible for prize utility, quality or otherwise. All offers are guaranteed to be awarded.

4. ELIGIBILITY: Sweepstakes open to individual legal residents of the 50 Continental United States and the District of Columbia, who are 13 years of age or older as of June 26, 2002. Sweepstakes void where prohibited or restricted by law. Subject to applicable federal, state and local laws and regulations. Employees, officers, directors and agents of E.C. Publications, Inc., AOLTime Warner, its advertisers, Ventura Associates, Inc., participating retailers and Prize Providers, and each of their respective parent companies, subsidiaries, affiliates, judges, agents and advertising, production and promotion agencies and members of their immediate families or same household are ineligible.

5. MISCELLANEOUS: This Sweepstakes will be governed by the internal laws of the State of New York. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the United States. By participating in this Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the Sponsor and judges, warrants that s/he is eligible to participate in this Sweepstakes, and agrees to release E.C Publications, Inc., and its advertisers and Prize Providers and each of their respective parent companies, subsidiaries, agencies and affiliates, and all of their respective employees, officers, directors and agents from any and all liability, loss or damages arising in connection with participation in this Sweepstakes including, but not limited to, the awarding, receipt and/or use or misuse of prize, or participation in any prize-related activities. Visit www.madmag.com to refer to MAD Magazine Privacy Policy for additional information.

6. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. WINNERS LIST: To obtain a copy of the winners list, available after November 4, 2002 send a self-addressed, stamped envelope to: E.C. Publications "MAD Magazine" Sweepstakes Winners List 1700 Broadway, NYC, NY 10019. Requests must be received by November 4, 2002. Winners list will be sent after selection and verification of winners. DO NOT SEND ANY OTHER CORRESPONDENCE TO THIS BOX NUMBER.

8. SPONSOR: E.C. Publications, Inc., 1700 Broadway, New York, NY 10019

MAD Copyright © 2006 by E.C. Publications, Inc.

WHAT KIND OF UNCHECKED DEVELOPMENT HAS BECOME A MAJOR PROBLEM?

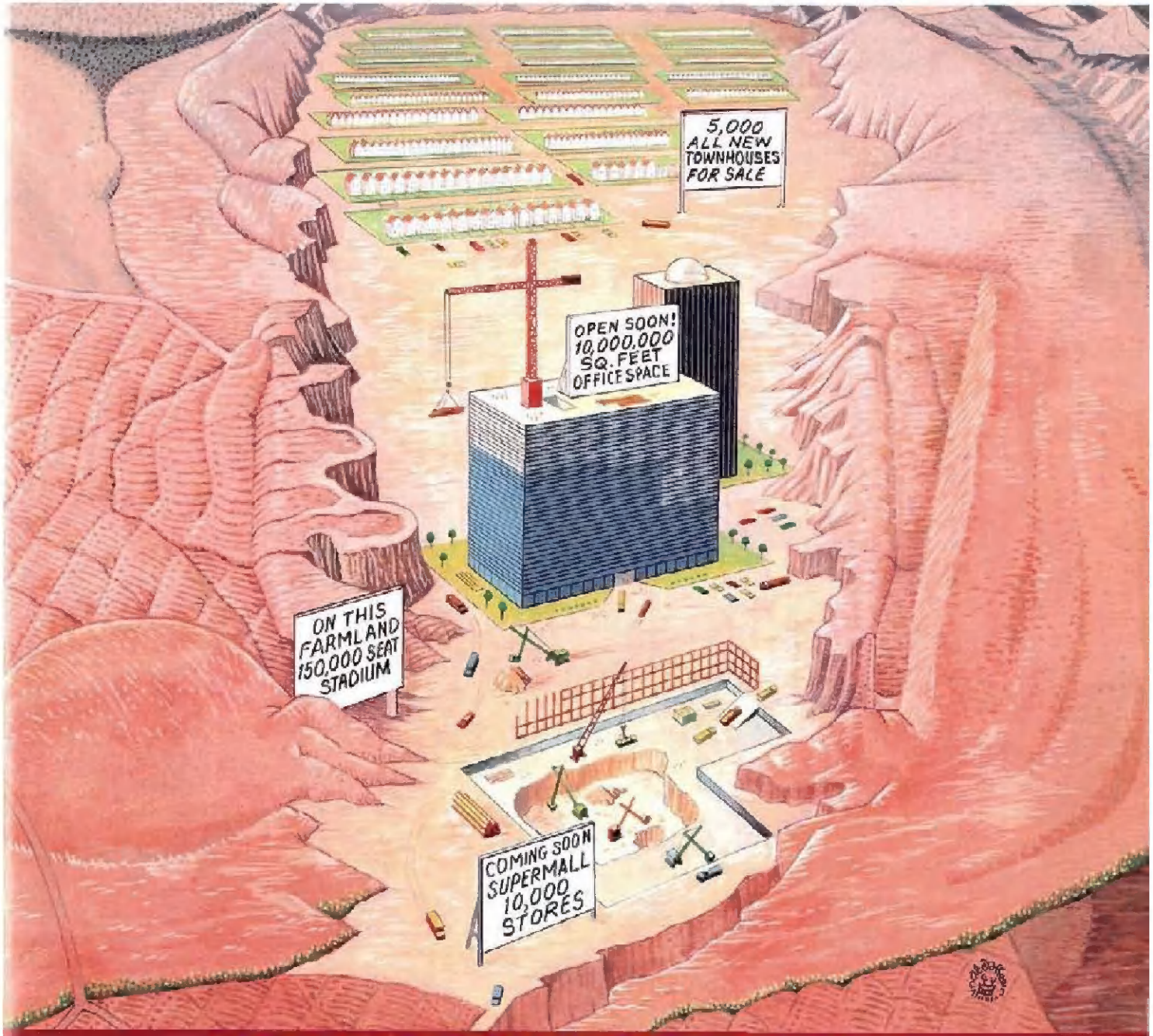
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Urban sprawl is a hot topic of debate these days. Critics say we are destroying the wilderness, while proponents say the land is there for man to use. There is one form of unchecked development, however, where all sides agree there is a crisis looming. To find out what this startling growth is, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A FOLD PAGE OVER LEFT B FOLD BACK SO THAT "A" MEETS "B"



STERN WARNINGS MUST BE ISSUED ON HOW TO AVOID ENDANGERING OUR WAY OF LIFE. SOME UNDERHANDED PEOPLE DO THINGS THAT WE ARE CONVINCED MUST STOP. THIS AWFUL SITUATION CREATES CYCLES IN BASICALLY DESTRUCTIVE ACTIVITIES AND ANY DEBATE SHOULD FOCUS ON PROTECTIONS FOR US ALL

A ARTIST AND WRITER: AL JAFFEE B

MAD Copyright © 2006 by E.C. Publications, Inc.

MAD Copyright © 2006 by E.C. Publications, Inc.